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Volume 30, Number 1 Toronto, January, 1921

PRINTER & PUBLISHER

JANUARY

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

MADE IN TRADE MARK CANADA

FIBRESTOC COVERS

Start the New Year Right!

MORE printing jobs are wrongly estimated to the disadvantage of the printer through **indifferent charges for paper** than all other items. So says an eminent printing cost finder.

Start the New Year right! Resolve to keep close watch on paper costs in the estimating of all printing jobs.

Couple this resolve with the determination to use **Fibrestoc** Cover paper for the majority of your booklets, catalogs and folders, and at the end of the year your profits will surely be satisfactory.

FIBRESTOC is so moderately priced in proportion to its quality that its use in the production of high-grade printed matter actually means better prices for the printer and better prices for his customers.

Strong and bulky. Protects costly inside stock, expensive engravings and good printing.

The variety of colors suits all tastes and permits the best of ink dressing—they are: buff, brown, blue, grey, green, robin's egg, lavender, wine, russet, and white.

DISTRIBUTED BY

Barber-Ellis, Limited .....Calgary
Barkwell Paper Co.....Winnipeg
Buntin, Gillies & Co., Limited..Hamilton
Buntin, Gillies & Co., Limited...Ottawa
Canada Paper Co., Limited....Montreal
Canada Paper Co., Limited.....Toronto
Clark Bros. & Co., Limited....Edmonton
Schofield Paper Co.....St. John
Smith, Davidson & Wright, Limited, Vancouver
Smith, Davidson & Wright, Limited, Victoria
L. P. Turgeon .....Quebec

MADE IN CANADA BY

CANADA PAPER CO., LIMITED
TORONTO MONTREAL
WINDSOR MILLS, P.Q.

Other Good C. P. Co. Cover Papers:

Tinted Art S.C., Tinted Art Suede, Derby Wove Mill, Cashmere

Colored Papers of All Kinds a Specialty

DOMINION
NONE BETTER
INKS

DOMINION BLACK

The Ink That is Used in Canada Wherever Good Printing is Done

NEW
SUPERIOR
Halftone BLACK

Specially good for halftone work on coated paper. Put it to the test, you'll find it best!

=

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

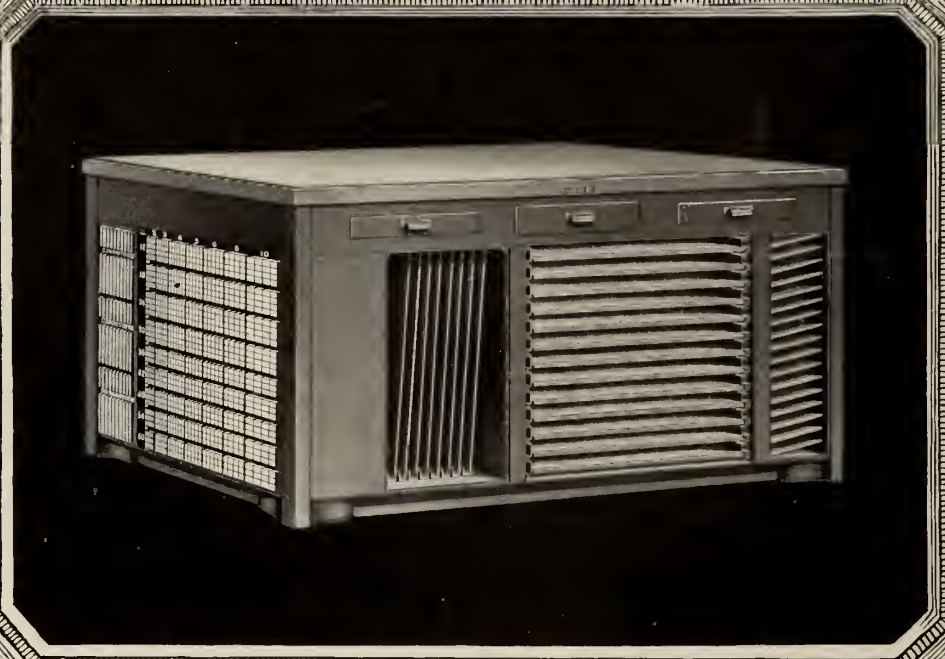
STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE MAIN 5124

PRINTER AND PUBLISHER, January, 1921. Vol. 30, No. 1. Published monthly at 143-153 University Ave., Toronto, by the MacLean Publishing Co., Ltd. Yearly subscription price, $3. Entered as second-class matter at the Post Office Department at Ottawa, Canada, also entered as second-class matter July 1, 1912, at the Post Office at Buffalo, N.Y., U.S.A., under Act of March 3rd, 1879.

STEEL GOODS
HAMILTON
WOOD GOODS



PERMANENCY

PERMANENCY should be the ambition of business-builders as well as nation-builders. Hesitancy over necessary costs is characteristic of feeble and puzzled spirits. The energetic and progressive build for the present and the future—they use the tested steel—they need *build but once.* Permanency combined with maximum utility gives satisfaction, and is the only true economy. —*Daniel Webster.*

Illustration hereon is Hamilton No. 729 Steel Imposing Table with Cast Iron Top, size 51 x 75. A permanent, dependable lock-up equipment, complete in itself. It saves time and space, and makes for increased accuracy. Accuracy at the imposing table reduces expense and delay on the press.

The wisdom of Webster, applied in your composing room, would cut down "repairs" and "replacements."

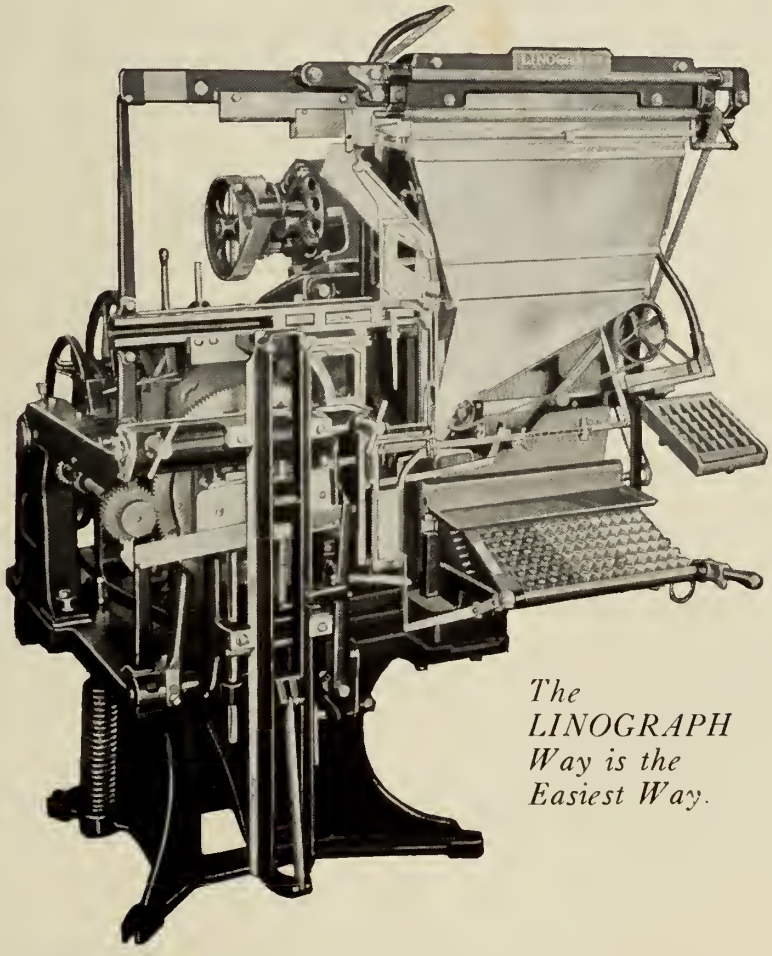
The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

THE LINOGRAPH

IS THE FIRST MACHINE TO BUY



The LINOGRAPH Way is the Easiest Way.

HERE ARE A FEW REASONS:

A LINOGRAPH is used more and is the most useful machine in the shop.

A LINOGRAPH makes possible a greater amount of news that is still new.

A LINOGRAPH enables you to keep the rest of your equipment in more regular use, thus increasing your income and profits.

A LINOGRAPH enables you to spend more time with your patrons, which gives you a wider acquaintance in the community.

A LINOGRAPH actually pays off the old debts while paying for itself, and then proceeds to make you financially independent. Write us for more details.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S.A.

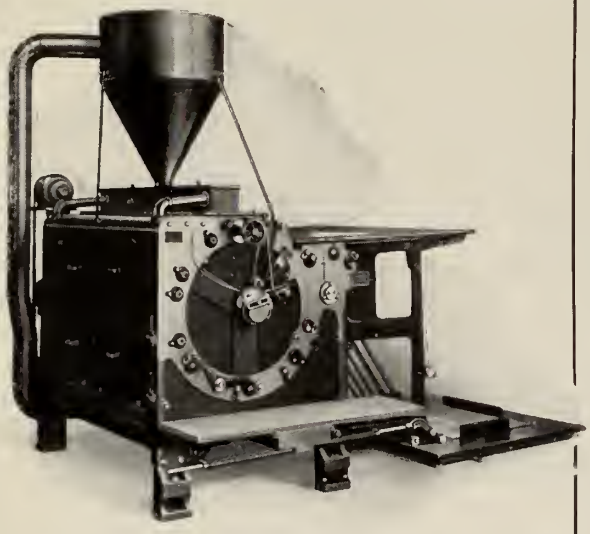
ETABLISSEMENTS PIERRE VERBEKE
GENERAL EUROPEAN AGENT
Rue des Boiteux 21
BRUSSELS, BELGIUM

PARSONS & WHITTEMORE, INC.
AGENTS FOR AUSTRALASIA
30 Market Street
SYDNEY, AUSTRALIA, N.S.W.

80% to 90%

of all Bronzed Work done in this country in the last two years has been done on

U. P. M. Vacuum Bronzers



80% to 90%

of all Vacuum Bronzing Machines bought by American users in the last two years have been

U. P. M. Vacuum Bronzers

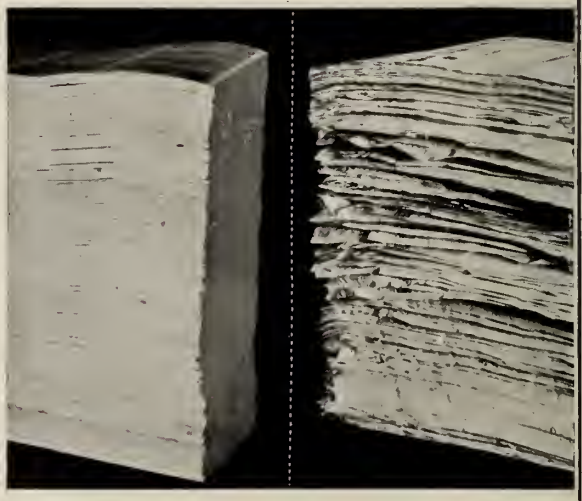
The ONLY Known Means

of entirely eliminating static electricity is

The Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this instead of like this



UNITED PRINTING MACHINERY COMPANY

38 PARK ROW
NEW YORK

604 FISHER BUILDING
CHICAGO

83 BROAD STREET
BOSTON

Say you saw it in PRINTER AND PUBLISHER

Twenty-seven Tons of Type Pages Standing—

Sixty-seven percent of corrections in each issue: 248,971 changes in 1920 Boston Directory alone!

The *simplicity* and *economy* of Monotype corrections—always by hand, at the cost of *man-time* only—is one of the reasons for the exclusive use of Monotype composing machines on Directory work.

Other reasons are: superior legibility and the Monotype System of Non-Distribution.

LANSTON MONOTYPE MACHINE COMPANY

NEW YORK CHICAGO PHILADELPHIA BOSTON TORONTO

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

This advertisement composed in Monotype No. 36 Series, and Monotype rule.

The House of Reliable Quality and Service

Manton Bros.

Concentrate upon Manton Bros. lines for 1921 — results will prove satisfactory and profitable to you.

Inks and Rollers

Our long and practical experience in press-room work enables us to thoroughly understand your requirements for inks and rollers — give our lines a trial.

Printing MACHINERY

Selling Agents for

- The Premier Two-Revolution Press.
- The Whitlock Pony.
- The Potter Rotary Off-Set Press.
- The Potter Lithograph Press.
- The Potter Rotary Tin Press.

Rebuilt Machinery

Are you in need of a job press, newspaper press or other printing machinery? We may have just what you want—let us know your requirements.

Best Steel Chases

These chases are made to stand unusual stress and strain. They represent Canadian production throughout, and being made in Canada and sold in Canada, SAVE YOU MONEY.

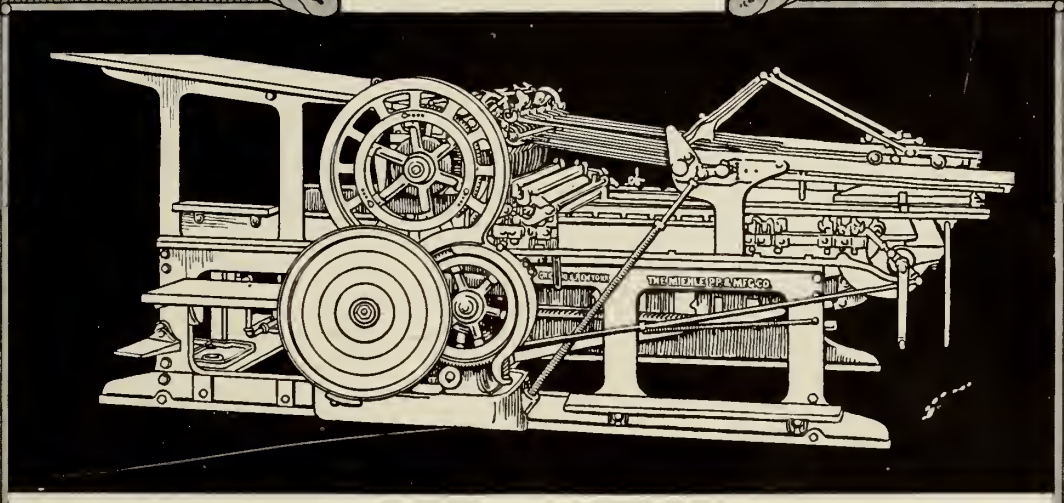
Machinery Repairs—Electrical Equipment

Manton Bros., Toronto

Montreal, Winnipeg, Calgary

Made in Canada Products

The Miehle



LEGAL TENDER

IT is interesting to observe, in the vast majority of all cases where the selection of a cylinder press is determined after thorough investigation of every phase of the question, that a Miehle is chosen.

As a matter of fact the exercise of individual judgment is no longer necessary. The numerical superiority of Miehle presses everywhere is definite proof that the judgment in their favor is practically unanimous.

The Miehle has come to be "legal tender" in the printing world. Its standard price and its high re-sale value are matters of common knowledge to practically every printer.

MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

Distributers for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

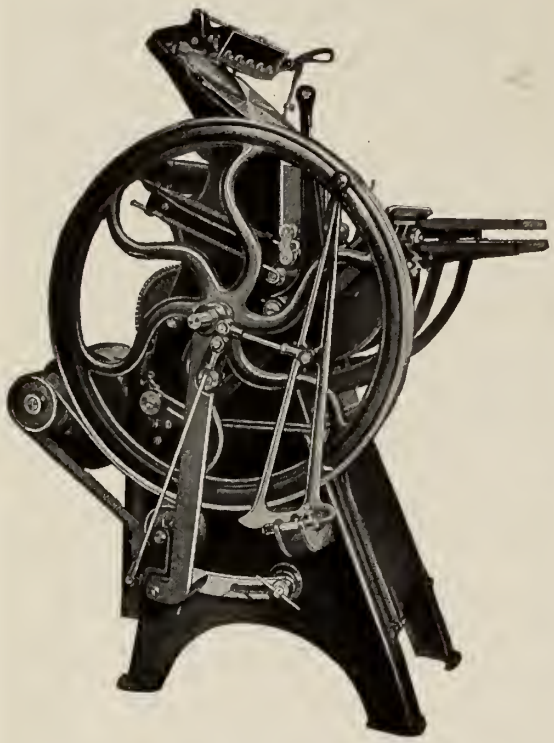
TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, **Tools**

For Sale by
All Printers' Machinery and Supply Dealers.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is
a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

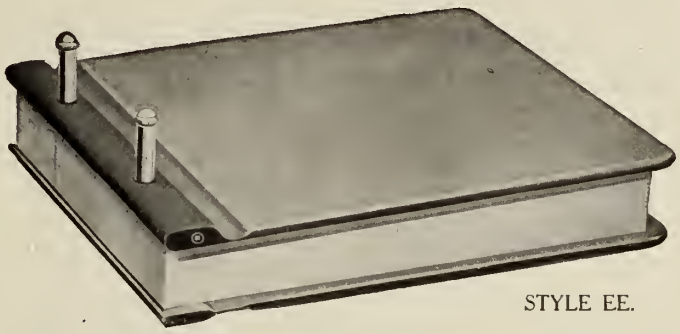
An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

LUCKETT'S STERLING LINE

MADE IN CANADA *and made* RIGHT

Phone Adelaide 2993



Phone Adelaide 3105

STYLE EE.

JUST TRY OUR SERVICE

Style EE is a strong, light Binder for Transfer Work. The same high grade locking mechanism is used as in our better styles. Boards are the best quality, well seasoned stock, and the binding is 8-oz. Army Duck. Our usual careful workmanship is put into this product.

If it is Sectional or Solid Post Metals you want, we can furnish promptly.

SEND US YOUR ORDER—by MAIL, PHONE, WIRE, MESSENGER.
WE DO NOT SELL CONSUMERS.

LUCKETT LOOSE LEAF, LIMITED
545-549 KING ST. WEST TORONTO, ONT.

Envelope Manufacturers

to the

TRADE ONLY

Toronto Envelope Company

LIMITED

119 West Adelaide Street, Toronto

The DIRECT *and* OFFSET LITHO ROTARY PRESSES

manufactured by

Linotype & Machinery Limited

carry the BRITISH TRADE MARK that guarantees quality of design, construction, and output

L&M

The Direct Litho Rotary is built in sizes ranging from Eight Crown to Quad Crown ; the Offset from Quad Demy to Double Demy. Write for particulars and full specification.

LINOTYPE AND MACHINERY LIMITED

c/o Canadian Linotype Limited *68 Temperance Street*

TORONTO

GET READY

to meet changed conditions

Printing, like other lines, must now face vastly changed conditions. It is no longer a question of finding a printer in shape to get work out promptly. Quality and price are going to play the leading parts in 1921.

Some printers are sitting around, fretting and worrying; but others are thinking keenly and planning wisely. When business picks up again, it is the latter who will be the first to benefit, and who will continue to lead.

Right now, when you are not rushed, is the time to get ready for the new conditions. Find out, by comparative tests, whether the materials you have been using are the best for producing fine printing and for saving time and labor. The use of the right ink corrector, for instance, can greatly improve the quality of your presswork and effect distinct savings of labor and press-time.

Make a thorough test of REDUCOL in comparison with the ink corrector you are now using. Order 5 or 10 lbs. on approval. Use it 30 days. At the end of that time, if you and your pressmen are not satisfied that REDUCOL is better than what you are now using, tell us so, and we will cancel our charge.

Here's what REDUCOL does: It absolutely eliminates picking and mottling. It gives you much better distribution, which means not only better, easier work, but also a saving of 10% to 50% on ink. Although neither a dryer nor a non-dryer, REDUCOL has a marked tendency to cut down slip-sheeting and offset. On color work REDUCOL prevents crystallization, thus permitting perfect overlapping. It retains the full brilliancy of colors, and keeps fine line cuts clean, because it softens the ink instead of thinning it. It is a good preservative for rollers.

Here's our proposition: We want you to compare REDUCOL with any or every other ink corrector on the market. We offer to send it to any reputable printing house on approval, backed by our unconditional guarantee that it will produce the results named above. That's fair, isn't it?

Send in your trial order to-day for 5 or 10 lbs.

INDIANA CHEMICAL & MFG. CO.

Dept. C-1, 135 S. East St., Indianapolis, Ind., U. S. A.

23-25 E. 26th St., New York City — 608 S. Dearborn St., Chicago

Canadian Agents:

Manton Bros., Toronto, Montreal, Winnipeg

A magazine "somewhat different" from the other periodicals devoted to the graphic arts is

The Printing Art

Issued monthly by The University Press
Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be an excellent description of THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy.
Canadian, $4.50 per year; 45 cents per copy.
Foreign, $6.00 per year; 60 cents per copy.

Write for full details.

The Printing Art
Cambridge, Mass.

HAPPY NEW YEAR!

1921 brings a promise of better conditions and good opportunities for business men and all other workers.

Let us put into the new year confidence, optimism, courage, enthusiasm, co-operation and work.

The result will be a good year.

It is our business to make high grade Onion Skin and Manifold papers. They are right for important uses in every business office.

ESLEECK MFG. CO.
TURNERS FALLS, MASS.

JONES Patent Non-Curling Gummed Papers

Why Use the Curly Sort?

There is satisfaction and profit in using Jones famous **Non-Curling** Gummed Papers. They permit of any class of printing **without** the difficulty usually experienced with gummed papers which curl and stick together.

Over 100 years of experience has taught us how!

MILL No. 2
CAMBERWELL

ESTABLISHED 1810

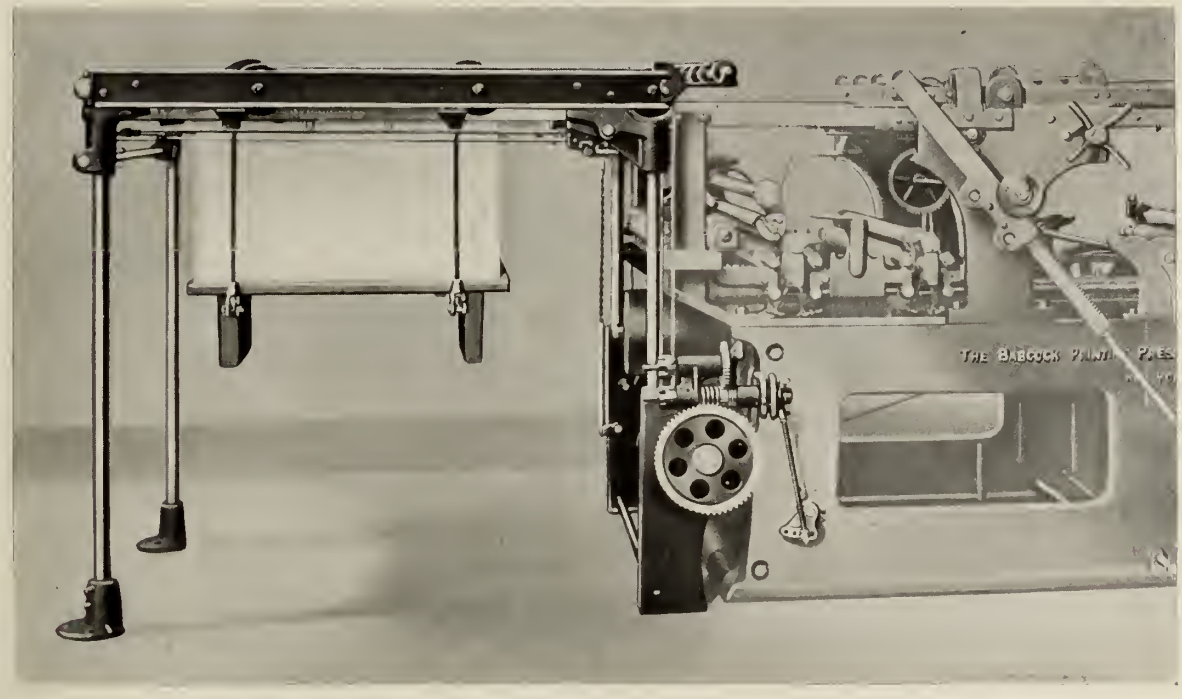
Send Us Your Enquiries for

Gummed Paper	Flint Glazed Papers
Gummed Tape	Leather Papers
Stay Paper	Marble Paper
Sealing Machines	Fancy Papers

SAMUEL JONES & CO., LIMITED

MILLS:
CAMBERWELL, ENG.
NEWARK, N.J., U.S.A.

BRIDEWELL PLACE
LONDON, E.C. 4, ENGLAND



The manufacturer who claims that his product has not required an improving change in years, might just as logically claim that the telephone is a luxury.
EDMUND A CHANDLER

To Our Patrons since the "Old Days"

BESIDES anticipating the needs of Printers by keeping the efficiency standards of the "OPTIMUS" years ahead of other printing presses, we have also been mindful of the welfare of *our early patrons.*

Careful consideration of the application of each feature introduced has enabled us to give modern operating advantages to the plant owner who has standardized on Babcock Equipment *without his making radical changes on his older presses.*

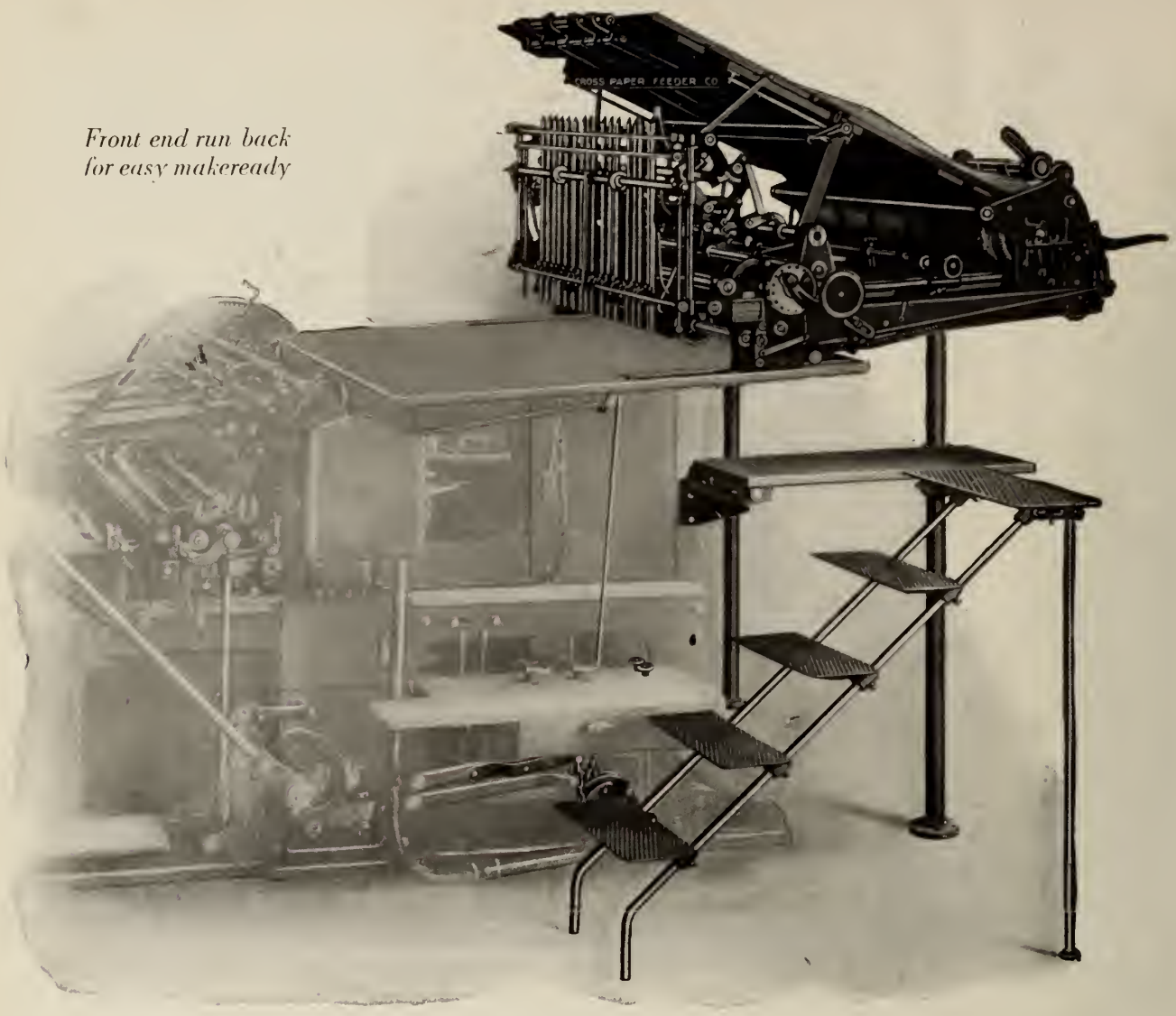
For Example—The Babcock Extended Delivery has been introduced since the advent of the Universal Equipment "OPTIMUS," *yet*—it may be attached to any 4-roller "OPTIMUS" since (and including) Serial No. 2869, and to *some* even older sizes.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory New London, Connecticut
New York Office 38 Park Row

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents, London, Eng. GORDON & GOTCH, General Agents for Australia
NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HANSEN & SKOTVEDT, General Agents for Norway KARL M. GRONBERG, Agent for Sweden F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"



Front end run back for easy makeready

CROSS CONTINUOUS FEEDER

Simple, positive, accurate—loads while running

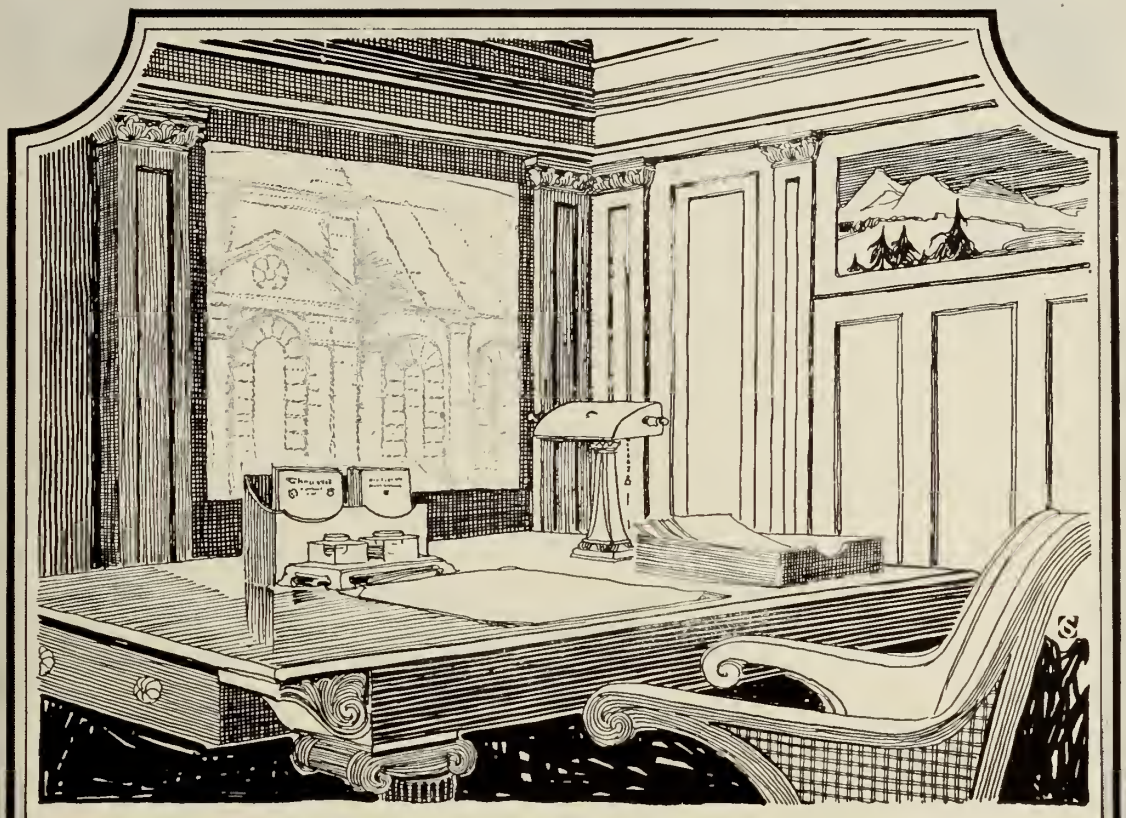
Ease of adjustment, positive separation of paper, quickness of size changes, are some of the advantages we want you to discuss with users.

Write today for a list of satisfied Cross owners in your locality.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO



SUPERFINE LINEN RECORD

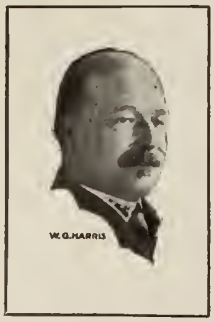
Your letterhead may pass through the mails, be handled by a dozen clerks, be filed, and yet at the crucial moment, carry into a President's office the suggestion of your Company's dignity and standing—if it be of Superfine Linen Record.

Awarded the Gold Medal, Antwerp, 1885; the Gold Medal, Chicago, 1893, and the Grand Prix, Paris, 1900.

The Rolland Paper Co., Limited, Montreal

HIGH-GRADE PAPER MAKERS SINCE 1882

Mills at St. Jerome, P.Q. *and* **Mont Rolland, P.Q.**



The

REASON WHY

Sydney, Halifax,
St. John, Montreal, Ottawa, Kingston,
Toronto, Hamilton, London,
Winnipeg, Calgary,
Vancouver *and*
Victoria

NEWSPAPERS

USE

IMPERIAL LINOTYPE
INTERTYPE
MONOTYPE
TYPECASTER *and*
COMBINATION METALS

Quality • Service
Reliability

Maintained through many years

•

Being very large Importers and using only Pig TIN, Lead and Antimony, OF THE HIGHEST GRADE is THE SECRET OF OUR SUCCESS.

The Canada Metal Company
LIMITED

Toronto Montreal Winnipeg Vancouver

MUST BE SOLD!

High-Class Job and Book Presses

All in Good Condition

Miehle
Press

One No. 3—
Bed 33 x 46
Type 28 x 42

Optimus
Presses

One No. 5—
Bed 29 x 43
One No. 11—
Bed 45 x 63

Pony Whitlock Presses

One—Bed 27 x 31 (NEARLY NEW) One—Bed 24 x 28

Chandler & Price
One New Series
17 x 18; with Miller Feeder; one year old

Nearly New
Golding Jobbers
Two Machines
Seybold Cutter
48-inch.

No. 7 Linotype
New Electric Pot
And a Number of Individual Motors

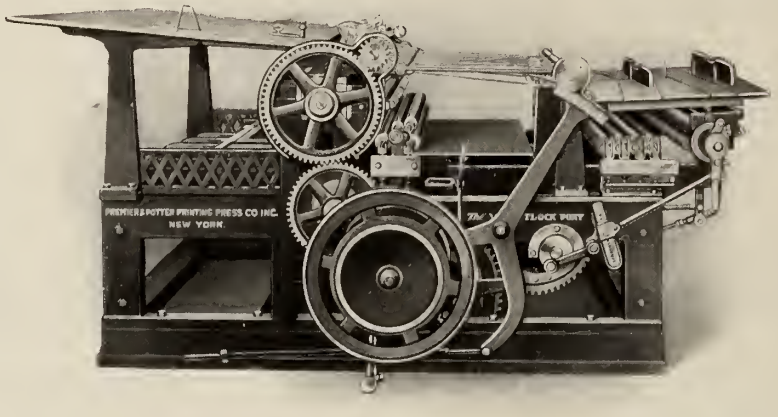
These machines are in good working order and must be sold at once. Terms arranged to suitable purchasers.

WIRE OR WRITE TO-DAY

Manton Bros., Toronto

Montreal Winnipeg Calgary

The WHITLOCK Pony Press



Two-Revolution — Two-Roller — Front Fly Delivery

NO CYLINDER PRESS is so profitable to the printer as *The* **Whitlock Pony.** Its reputation is world-wide. Smooth in its operation, even and rigid in impression, exact in register, easy to operate, simple and durable. Prints everything from an envelope to a sheet the full size its type bed will take. Produces heavy and light job work of the finest quality with minimum labor. It runs hundreds per hour faster than other ponies. It is the standard pony cylinder press of the world. Let us explain *The* **Whitlock Pony** fully—also the following well-known presses:

The PREMIER Two-Revolution 4-Roller Press
The POTTER OFF-SET
The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42nd Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto, Ont.

Canada East:
GEO. M. STEWART
92 McGill St.
Montreal, P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Better Get Income Report in Proper Shape

Will Be To Your Interests To Do So

THE preparing of income tax reports is giving the publishers of Canada something to think about, and at the same time it is making some of them find out things about their own business which they never knew before, and which they would never have ascertained in any other way. One of the Ontario publishers, discussing this matter with Printer & Publisher, said:

"I never knew exactly where I was until I started making out a statement for the income tax department. I knew it would be useless to go at it blindly in dealing with this matter, and it was no use trying to cover up anything, neither did I desire to do so. It cost me a little money in the tax, but it came back to me many times over as it gave me a clear idea of where I stood, and led me to develop a system of my own that would let me know almost any day just where I stood, and how my receipts compared with my expenses. This was one difficulty that I always had, and it took very little work to overcome it. I wanted to be able to tell at the end of the month without burning the midnight oil just how the thing was going. So we went to work in our own office to make up the book. I took an average-sized ledger page and made room for as many days as there would be in the longest months. This page was divided in the centre, one side for receipts and the other for expenses. The receipts side was divided again into four parts headed 'Advertising,' 'Job Work,' 'Subscriptions,' 'Clubbing.' On the other side was put in each day's expenses, copied from the pad we used for the purpose. Understand this book had nothing in particular to do with any other. We kept the other books as well, but this one was just for the purpose of showing me all the time how matters were going on, and enabling me at the end of the month in a few minutes to show exactly what had been taken in, and what had been paid out. At the end of the year it was no trick to find out where I stood, as there was a special page used for the purpose of putting in the totals for each month. When I came to make up the statement at the end of the year there was the total amount taken in and the total amount paid out. At that time there was no ruling on the matter, so I allowed ten per cent. on my plant for depreciation. There was no attempt to put up the price on anything, and I wrote telling the department that I thought ten per cent. was a fair amount to write off. If it were too much they were asked to let me know, and if anything more were allowed I wanted to get it. The ten per cent. was allowed to stand and it was quite satisfactory and I think very fair. It was no use asking other publishers what they were doing as they all have ideas about as far separated as anything could be. The next man I went to might say ten per cent. was robbery, while the one following would tell me that I was starving my business by not holding out for 25 per cent. Making out that income statement was the best stroke of business I did for quite a while, as it showed me several places where I did not have as much income in reality as I had imagined. Not only so, but it acts as a spur to a man in getting in all the money that is owing to him. It is poor policy for publishers to neglect this matter."

About Depreciation

Several publishers have written to Printer and Publisher in regard to depreciation. It is difficult to locate the records, but the matter was taken up at the Press Association meeting some years ago. Apart from that, though, there is more request now for such information than

there has been in the past. This paper has made several inquiries about the matter in an effort to find out what plants had been writing off in the past. Some publishers have been writing off nothing at all. They have kept no records whatever. It is possible even yet to throw a brick through the front window of offices where no books are kept at all. But this condition is changing, and we would urge publishers to get in shape. If they are not subject to taxation they are not going to be taxed. If they are making enough to come under the income tax law, they should pay their taxes like any other concern in the community. They surely do not want to be put in the class of tax dodgers. This has no reference whatever to the justice or propriety of the method of taxation. That is another matter, and if the publisher does not like it then it is his province to go ahead and urge that a reform be made.

Different Methods Followed

The question of depreciation is handled differently in many plants and the best service we can give to the publishers is a short synopsis of the best practices. As most of the inquiries have come from weekly publishers they can draw their own conclusions, but would be well advised in the first place if they would start out with the idea of going fairly into the matter, and making an attempt to write off only what they can affirm is a fair amount.

The depreciation of type is something about which there could be a great deal of discussion. We know offices in the cities where they write off as high as 25 per cent., and it is quite true that the first year type does not depreciate that amount, figured on the possibility of a resale. There are large offices where they have many long runs, and where printing is done direct from the type face. There is a large volume of work going through the shop, and the type gets little chance to rest with the exception of the capital Q and Z. In an office where there are two shifts there is going to be twice as much wear on the type, and one everything else in use, and twice the depreciation should be provided for. We put this question to one of the best-known type salesmen in Canada, and his opinion is: Write off at least 25 per cent. the first year and ten per cent. for each subsequent year the face remains in use. It is almost impossible to go through an office, and write off each series separately, and the only practicable way is to write off a reasonable amount on the whole lot. There are certain faces that go bad much sooner than others, and on some of these ten per cent. would be too low. On a daily paper, for instance, where the printing is done direct from the type, ten per cent. would be away too low, while where the printing is done from plates, ten per cent. might be quite enough.

The impression that is necessary to put out a daily paper, carrying as it does all sorts of cuts, is hard on the type and care should be taken to write this off fast enough. On the other hand a weekly paper with a circulation of two thousand is not going to be particularly hard on its type by using it in the paper if the press is working properly.

A properly adjusted cylinder should not be any harder on type than the same impressions done on a platen, although the general idea is that such is not the case. Nine out of ten will say that a cylinder is harder on type, though we do not know of any case where this has been worked out, nor can we imagine that there can be any proof brought to bear to prove a contention of this nature. It is a fact that the average cylinder gets better treatment than the average platen, for so many platens are run by printers who have never had a good training under a competent pressman who understands the art of make-ready and applying impression.

Depreciation of Machinery

Take a cylinder press. How much would you write off on that? That depends again on how much you are using your press. You must be fair with yourself and you must also be fair with the people who are buying printing from you, otherwise you will be passing on to them in their bills a too large amount in the way of depreciation. For the average weekly paper, ten per cent. the first year, and five per cent. in following years is a fair figure, although in some cases ten per cent. might be allowed on all the years. In a large office the proposition is different. There are offices in many of the larger centres that keep their cylinders turning night and day right along. Depreciation on such a plant should be twice as great as on a plant that operated in the day time only. There are seasons of the year when long-run operations are harder on the rollers than short ones, as in between jobs they have a chance to cool off and regain their texture.

So it will be seen that it is impossible for all presses to be put down the same. A newspaper press can be placed in the same category. In an office where there are several editions a day, or where there is one of many thousands, it stands to reason that the wear and tear is

going to be greater than in an office where there is one edition per day of from five to ten thousand copies, and depreciation should be adjusted accordingly. It would be very difficult to make a blanket ruling for such a question that would cover all cases.

How much depreciation on a linotype? We mention the linotype because the offices inquiring for information have these machines, and they are in use in many weekly offices. It would be fair to write off ten per cent. the first year. The linotype company would no doubt dispute such a figure, but while, from the standpoint of production, the machine at the end of the first year would be better than the first day it was in use, you can never lose sight of the resale feature. Once a machine is uncrated and put in your plant and operated, if only for a week, it is a used machine, and were you to put it up for sale, you would have to face that fact. After the first year five per cent. would be sufficient to write off on the machine.

On all other machinery, such as paper cutters, wire stitchers, punching machines, etc., fifteen per cent. for the first year, and five per cent. subsequent years. On wood goods, cabinets, type, etc., twenty-five per cent. first year, and after that five per cent.

If one were to state a safe standard for the average weekly office, it would be to advise at least ten per cent. If your plant is not depreciating that fast it must be because you are not renewing worn out and obsolete type fast enough. We know of a number of offices where a blanket ten per cent. is put in for depreciation, and it is allowed, and there are other plants, of which we have record, where as high as 15 per cent. on everything is allowed, and others, as stated above, in which are operations on two shifts, as high as 20 per cent.

The real point is this: Do not claim an amount that you have no right to claim and which you are not able to substantiate. Also bear in mind what it costs to replace machinery. For instance you might have placed a very nice cylinder press in your office in 1914 for $1,700. Perhaps you bought it then. You are writing depreciation off on this amount. You go out to-day to get that same machine, and what becomes of the amount you have provided year by year to replace that bit of equipment? To-day that price is not $1,700, but $3,900, with an added $720 for exchange. It is all right to keep a separate record of these enhanced values for purposes of insurance. It is not right to try to keep your plant working against depreciation at a constantly changing market.

For the average publisher a fair rule is: **Write off ten per cent. on a fair valuation of your plant, and it will be allowed.**

SUCCESS is not made by lying awake at night, but by keeping awake in the daytime

Spacing Is a Study Well Worth While

Some Ideas by an American Authority

IT IS a very common thing for designers and layout men to send beautiful layouts into composing-rooms, only to receive proofs that exhibit but little resemblance to the designers' original sketches. For, even though a layout bears complete instructions regarding type faces and sizes, and even though the types are set in accordance with those instructions, lack of care in spacing will mar the beauty of a well-planned page.

The difference that exists between an ordinary type-setter and a good layout man is in direct proportion to the difference in their knowledge regarding spacing, and their keenness in discerning errors in spacing.

One of the most important things that a student of lettering is required to learn is the art of spacing his letters so that irregularities in the letters themselves can be equalized in the space that shows between them. See Plate A.

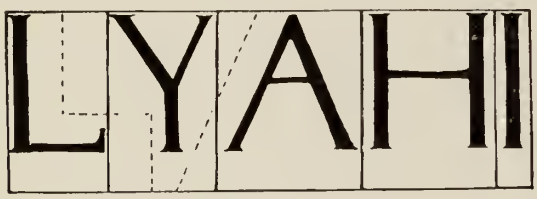


PLATE A

This diagram shows why letter-spacing and mortising are necessary when capital letters are assembled into lines. The L, Y, and A do not fill their bodies and appear to be much farther from each other than do the H and I. So, to equalize the space between all of these letters and make them appear to be the same distance apart, the first three letters must be mortised as shown by the dotted line between L and Y, or mitered as shown by the dotted line between Y and A. The H and I must be separated by thin spaces.

A good compositor or layout man must learn the same lesson. Letters such as H, O, M and N fill their type-bodies and fit snugly together when they are set in a stick. A, V, W, L and T, on the other hand, slope away from the sides of their bodies, and when they are set together, gaps of white space appear between them.

Take for example the word "ANNUALLY" shown in Plate I. The first N fits snugly against its brother, and the U fits close to the N. The slope of the A, however, is responsible for a bit of white space between the letters on each side of it. There is also a large gap of space between the L and the Y, because neither of these letters fills its body.

Plate II shows the same word correctly spaced. Letter-spacing has been inserted between the first and second N and also between the N and the U, and this letter-spacing equalizes the gap of space caused by the slope of the A. The L and the Y have been mitered so that the excessive space between them might be reduced.

ANNUALLY

[PLATE I]

ANNUALLY

[PLATE II]

Lower-case types fit together very snugly and need no letter-spacing.

The practice of letter-spacing lower-case type is a bad one, and a type man who is striving for *good* typography should never be guilty of such slovenly composition. There are times when a line of text matter will run short and need to be spaced widely, but the space should be put between the words and *not* between letters. If the space between words is excessive, perhaps a word can be carried over from the next line.

PRINTING IN KOREA

Back in the beginning of the fifteenth century, the Korean printer sat cross-legged in front of a "form" and "pulled proofs." And even in that far off day he used metal type not so very different from the type used now. The strange Oriental characters stood out from the upper surface of each piece of type, and the lower surface was curved so that it would cling firmly to the bed of beeswax into which it was sunk. The printer inked the type, laid the paper on it, and gently brushed the paper with a piece of felt. Thus he pulled the procfs at the rate of 1,500 a day.

[PLATE III]

Some of the best printers have abandoned the use of the em quad between sentences because the use of em quads breaks up the tone of a page, and causes white streaks, or "gutters."

And so, in order to avoid these "gutters" or "rivers of white," these printers are reducing the space between words and using very thin spaces after the commas, and regular three-to-em or en spaces between sentences. In other words, they are striving for compact spacing.

Plate III shows the effect of careless spacing. See the "gutters" or "rivers of white." Plate IV shows the same matter properly spaced, so that the tone of the mass is not marred by any white streaks.

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[PLATE IV]

Many instructive articles have been written about the spacing of initial letters, but initial letters are constantly mishandled nevertheless. Initial letters should be carefully fitted into position so that the space on the side and the bottom is equal. And an initial should line at top and bottom with the type.

Plate V shows a type initial which has been handled incorrectly, and Plate VI shows the same initial properly spaced. When

MANY of the men who watch the finances of business houses turn a portion of their surplus profits into a reserve fund (generally investing it in securities of a gilt-edge nature) as a precautionary measure toward meeting and overcoming any future financial emergencies that might be encountered.

No one questions the logic of this, as every business house and each individual is hoping, praying, and working to put something away for a rainy day, when it may be needed.

[PLATE V]

type initials are used it is often necessary to trim the shoulder off, so that the bottom of the letter will line with the type.

The works of all the master designers of printing show a consistent observance of the rules of spacing, and the printer who refuses to space properly will produce inferior printing.—*By* ELLSWORTH GEIST, in *Monotype*.

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[PLATE VI]

Kingston Typos Have Paper

The members of the Typographical Union of Kingston are getting out a little house organ called the *Melting Pot*, the editor of which is Jack A. MacLachlan, an operator on the *Whig*. The little paper, of vest pocket dimensions, has some bright sayings cavorting through its columns. Here's a take or so of them:—

Column rule—A strip of brass that keeps the medicine ads from running into one another.

Two of Kingston's popular young printers departed lately, George Ross, of the *Whig*, being now located on the *Border Cities' Sun* at Windsor, while Cyril Snowdon, for some time operator on the *Standard*, took his traveller for Niagara.

Billy McGillivray, who worked on the *Freeman* and the *Whig*, writes to say that he is migrating "south" for the winter and will draw down forty-five per.

Charlie Reynolds, formerly of the Jackson Press, is now tickling the ivories in the *Standard*.

Ed. Melford, of Toronto, is a newcomer to the *Whig* and is operating the model "K."

At the last meeting of our union the following officers were elected for the year 1921:—President, James Chatterton; Vice-President, Harry McCrum; Financial Secretary, James V. Garrigan; Recording Secretary, Jack A. MacLachlan; Sergeant-at-Arms, Pat Flynn; Delegates to Local Trades and Labor, Norman Smith, James V. Garrigan.

Do you ever have trouble in the quoins working loose, especially in a two-color job, and thereby spoiling your register? Many offices still get very good results from the use of soaked paper. Some of them, where they are continually sending down color forms, keep a can with wet paper reduced to a pulp, and after the form is locked, this paper is pounded into the teeth of the quoin. It soon dries out and becomes hard enough to hold the quoins in place for the run no matter how long, and you can be sure that your color will register all the way through. When the run is off it is a very easy matter to dig the paper out. A large number of make-up men and pressmen adopt this idea, but it may be there are some who have not tried it out yet. To such it is a good practical hint.

Has 14,500,000 Run in Waterford

If a man came into your office—that is supposing you had just a good country outfit—and asked that you strike off 14,500,000 labels for him, what would you say?

Well, George Pearce, of the Waterford *Star*, had just such a job visit him a year ago. He went out and embraced the thing, lugged it into the office and started to whittle pieces off that large total.

As far as we can gather it all took place over some change in the wording that canners of fruit had to use on their labels. Whether it was to the effect that the berries in the cans had been picked by George Pearce's Indians, or some other noteworthy specification, we have not learned, but the fact is that there were 14,500,000 labels in the 1920 crop and they had to be doctored up to suit the taste of the government before they could be used.

Well at the end of eight months the Waterford *Star* had put the job through. Half the residents of the place know how to feed a Gordon now, so if you're ever short of a feeder just put a sign up in the main street of Waterford, and the applicants will all say, "We fed Gordons at the *Star* office during the tin can label storm of 1920."

Printer and Publisher ran into George Pearce a few weeks ago and found out something about the work. "We had six presses on the job. The feeding did not require to be as accurate as a register job. We speeded two Pearl presses to 3,000 an hour and a Jones Gordon nearly as fast. We got women in to feed presses and ran them two shifts. The results were very good, and one woman ran 16,000 in five and a-half hours"—(which, by the way, George, is going some)—"there are at least fifteen in town who can feed a Gordon press. Our best week was 630,000 on six presses at a cost for press work of $108, being at less than 18c per thousand. The jobs were locked up near the top of the chase in every case which made feeding easier and safer. The job sure interfered with considerable summer pleasure for all of us, but it's all over now and the profits are all spent—but I am still convinced that Jack Hunter's price for Gordon press work in Bruce County is O.K."

GEORGE PEARCE, ACCORDING TO OUR ARTIST, DEVISED A PATENT STACKER FOR HIS 14,500,000 LABELS. LABELS WERE SO WELL TRAINED THAT AFTER BEING THROWN IN THE AIR, STACKED THEMSELVES

When the Editorial Room Was An Arsenal

Money Came Easy and Went Easy

By C. W. YOUNG, Cornwall Freeholder

HALF a century ago the principal terminals for typographical tourists in the west were Chicago, St. Louis, New Orleans and San Francisco. There were a number of smaller growing centres, but printers on tour did not see much of them. A great many Canadian printers, however, had made their way to Chicago. Among them I recall Dick Donnelly, formerly of Hamilton, at the head of a large publishing house, afterwards the Lakeside Printing Co, bearing his name. The foreman of the composing room was a man named McIntosh, late of the Hamilton *Times*. Dan Cameron, formerly of Williamstown, Glengarry, was the head of a flourishing printing and stationery business (Cameron & Amberg), which still exists, though the head of the firm died at his California home a couple of years ago. He was one of nature's noblemen. John B. Jeffrey, a graduate of the Hamilton *Spectator*, and son-in-law of Bob Gay, was foreman of the *Journal* job room, but later head of the John B. Jeffrey Printing Co., which made a specialty of show printing. Storey, of the *Times*, was, I think, from Nova Scotia. We used to get an occasional glimpse of John Hand, also a Hamilton man, of the Galveston *News*, who had the reputation of being the fastest type setter in America.

In those days the process of stereotyping had not come into general use and printing was done direct from the type. The presses used on daily papers were mostly of Hoe manufacture, having one large cylinder and as many small ones as the office required for its circulation, from two up. Four, six and eight were used by the Chicago papers, and ten by the New York *Herald*. The type was made up in turtles, and placed on the large cylinder, against which the smaller ones revolved, each having its own feeder, but printing one side of the paper only. The folding was done either by hand or on separate folders, a costly process all round. After that the forms were stereotyped and the number of presses was increased. Next came the perfecting presses which printed both sides of the paper from a roll. The first of these I remember was in the New York *Tribune*—a Hoe. The sheets cut from the roll came through so fast that they were fed on to an accumulator, from which the fly took care of them, six at a time. This was too slow and the next move was to hitch on a folder which delivered the papers ready for mailing. The *World* had a Marinoni (French) and the *Times* a Walter (English). Both were perfecters, but in time gave way to American machines. The *Herald* had a bunch of ten-cylinders, each as big as a house, and each required 20 men to feed and take away the sheets.

He Was Matt Somebody

There was a big press office on John Street, Chicago, I think, around the corner from French's hotel, owned by John Scott, of which the night foreman was a Canadian named Matt—I don't recall his other name, but he never got it, anyway. I used always to go round to the Scott office on my visits to the big city, and stamp on the cellar-way and shout for Matt, when he would take me round the place and we would afterwards make a tour of the big press rooms and see the improvements. There were several storeys in the Scott establishment, in which cylinder presses were packed as thick as they could stick. No type was set in the office but all kinds of papers were printed, and probably some book work. I recall seeing one press which I was told ran continuously from year-end to year-end on soap wrappers.

Down in the Swamp, I had the entree to the old Harper printing office on Franklin Square, to visit which was a liberal education.

The managing editor of the *Herald* was a Canadian named George Williams, from Belleville, who became a good friend of mine. Williams was a compositor when he first came to New York, and while working at the case on the night shift a bit of "flimsy" came his way with a few lines about a railway accident at Shannonville, the next station east of Belleville. This was the worst railway disaster that ever happened in Canada up to that time, and it so happened that Williams knew the locality. He dropped his stick and going down to the editorial room volunteered to supply local color, which padded out the story to a couple of columns and was a scoop on the city press. The young Canadian got a place on the writing staff, of which he made the most and rose rapidly. He was a resourceful man, was George, and one of his great achievements was the hiring of a special train to deliver the *Herald* between New York and San Francisco on the opening of the new line, which made surprisingly fast time between the two oceans.

Not Like Throwing in Wood Type

The *Globe* in Toronto had one of those multiple cylinder presses and for a time used straw paper made in the Taylor mills at the Don. It was paper, and that was about all you could say—so brittle that it broke when folded. It was of a dirty yellowish color and so hard that type lasted only a short time, being worn down to the first nick in a few months.

Compositors hated the turtles. The enormous pressure exerted in locking up the type forms squeezed the type into an almost solid mass, and it had to be steamed and pounded on the stones before it could be distributed. In the case of standing ads, distribution was almost impossible and many a chunk of it was quietly slipped into the pocket and dropped down a sewer grating.

There used to be an official in the big daily offices who did many an odd job for the compositors they didn't want to do for themselves such as cutting "dupes," and placing them on each man's case, distributing headings, looking after soap, towels, ice, etc., which the office did not provide, for which he paid himself by cutting "200" from each man's string. With what he had from the office he had the best job in the place and incidentally did a little private banking by buying strings in advance of pay day at a substantial discount.

Soap As a Life Saver

In the course of wandering, I found myself one day in a little town in Illinois—Bloomington—where there was a newspaper called the *Pantagraph* and a little jerkwater railway 40 or 50 miles long with the high-sounding name of the American Central. The proprietor of the *Pantagraph* had just been favored with the job of printing the time tables of this road, and as his force was entirely of girls who had no experience in such work, he jumped at the chance of getting a printer who had no hesitation in tackling the job. "Piece work or time?" "Just as you like," and time it was. The equipment of the office was limited—some cases of brevier and nonpariel, both "bottle-arsed," from different foundries, and a box of brass rule, mostly short lengths, but not labor-saving. The first thing was to lay out the tables and dress up the rules, and after a few hours spent in this way, the boss thought progress was too slow and suggested that shift be made to piece work, which was agreed to. The tables were got into shape in course of time, and proofs taken on the stone, but they wouldn't lift. Past experience of a similar nature in the office of the old *Spec* suggested the slipping of the forms on to the back of an old case and standing them up, when the bottom of the type was well soaped, and the forms slid on to the press. The boss thought that was some trick, and although the stranger made high wages for a short time, he didn't kick as much as might have been expected.

Then the Wanderlust Again

It was quite a jump from Chicago to San Francisco, but the trip was made under very pleasant auspices. The Pacific coast city was surely a fine place for printers—75 cents a thousand and $30 a week, and the union the boss of the situation.

The leading papers were the *Call*, the *Alta-California* and the *Bulletin*. Mark Twain was a familiar figure on the streets, as was also Bret Harte, who edited a magazine, whose name I have forgotten at the moment. Most of his poems and short stories appeared in this magazine.

Coming east from San Francisco it seemed worth while to try chances in St. Louis, and I worked there for some months on book and job work. Wages were good—55 cents a thousand and $25 a week—but it was an expensive place to live and the boarding houses were not desirable. I remember that in one house the only meat we saw was beef steak—tough and badly cooked. The only time we had a change was on Thanksgiving Day when a few of us clubbed together and bought a wild turkey and got it cooked outside the house.

Then South for the Winter

It got pretty cold along in November, and made one long for the South. When I was an apprentice in the old *Spec*, a man named Billy Cliff worked in the same alley, who had come from New Orleans, where he had worked on the *True Delta* during the war. He was in love with the Crescent City and told me so much about it that I made up my mind it was the place for me whenever I could get there. In those days the travel south was almost entirely by water, though the steamers were beginning to degenerate. But one still saw on the Levee dozens of great flat-bottomed craft, some with side wheels and some stern-wheelers, but all recalling the many tales of life on the Mississippi that one read about. It didn't cost much to travel those times, so one day I went on board the steamer *City of Alton* and paid the purser $12.50 for passage to Memphis, which included meals and state-room, with the proviso that I could get to New Orleans for the same amount, $25 in all, if conditions didn't suit in Memphis. Surely they didn't. There were two papers in the Tennessee city then, the *Avalanch* and the *Appeal*, and neither of them was up to much. It was night when we got there and we made our way through dingy streets to the two offices but there was nothing doing for us, and we didn't like the looks of things — the dirty composing rooms, and the miserable coal oil lamps, so we hiked back to the steamer, and paid over the rest of the passage to New Orleans. Altogether it was a wonderful trip to one who had never had such an experience before. The old Mississippi boats were nothing more than huge scows, with wide guards, and two or three decks, two enormous smokestacks, with low pressure boilers, and a hoarse, long-drawn out cough. There were very few wharfs on the river, and most of the boats answered all hails, and swung to the bank, with head up stream. A long gang-plank was suspended from a derrick which hoisted it out to shore, and the loading proceeded. On the upper river our cargo was mostly corn in sacks, but at Cairo, where the Ohio joins the big river, we took on several hundred game cocks from Kentucky which were to take part in a big main in New Orleans. After that sleeping late in the morning was impossible. There were several printers among the passengers, and at each town we went on shore and interviewed the editor of the local paper if there was one, and set a stick of type about ourselves. After we left Cairo the cotton bales began to come aboard, being handled by a big force of roustabouts, who sang at their work as we expected they would from reading about it. From the tall decks of the steamer we could look out on the cotton fields where picking was in progress, and the snowy whiteness of the open cotton balls was a beautiful sight indeed. It got warmer every day, and soon we realized that we had left winter behind us, and were in the country of our desire.

Drew the Color Line Sharply

There was nothing specially to attract printers—Vicksburg and Baton Rouge, but at Natchez under the Hill we strolled about the town after night. Looking into a printing office window, we saw several negroes pulling type out of the cases and running the presses, and beat a hasty retreat to the steamboat. On the twelfth day out from St. Louis we reached New Orleans, and considering that we had travelled all that distance and been lodged and boarded by the way for $25, we didn't do so badly.

If I was to tell you all the strange sights of the Crescent City, there would be no room for anything else, so remarks will be confined to printing topics as far as possible. One of the first things a printer usually does in a strange city is to look for a boarding house, and a compositor in the *Picayune* office told me quite a number of printers stopped at the Hunky-Dory on Poydras street. I had been accustomed to pay in advance in Chicago and elsewhere, and told the lady of the house that I could not put up for a full week, but would give her $5 as an earnest of good faith. "And you said you was a printer," the astonished house-mistress exclaimed.

Times were flush then, and a stranger had no difficulty in getting all the subbing he wanted. It was Friday when I landed in the city and went to work on the *Times* in the afternoon, and got another chance on Saturday. By 3 o'clock Sunday morning I had seventeen dollars worked for, and the future looked rosy.

Pay day was after the paper went to press Sunday morning, for reasons which every old-timer printer will appreciate, and as soon as the boys got their money, in the *Times* office, anyway, the foreman set up a faro lay-out, and kept up the game till after daylight, by which time a good deal of the coin the boys had slaved for all week came his way.

Here is C. W. Young, not bothering about the Cornwall Freeholder or anything else in particular. The photo was taken in Algonquin Park and we are indebted to Mr. C. W. Charlton, of the Grand Trunk advertising department, for the picture.

Thin Leads and Thick Heat

In New Orleans the leading paper was the *Picayune*, representing the old Southern spirit. It was old-fashioned in its make-up, the measure being 12 ems, and nothing larger in the way of display than pica or 12 point, and mighty little of that. This was the first place I saw brass leads—one point. One day a new sub. had finished "dissing," and spread out a handful of leads on the window sill, when a gust of wind blew them into the street. He immediately put on his coat, and went down-stairs. Wouldn't work in an office where the wind blew the leads away.

The composing room was a veritable hell for heat. It was on the third story with windows at each end, and a big skylight.

The great expanse of glass warmed it up pretty well in the summer days, and when 60 or 70 gas jets were lit at night, the temperature was nearly unbearable. We used to work in undershirt and drawers, and the myriads of flies added to the discomfort. The cases were grey with them every morning till they were blown out with the bellows. They used to tell a story of a man who returned from the infernal regions, and when asked what was the strangest thing he had seen down there, said it was three printers from the *Picayune* office alongside the furnace shivering, and covered with blankets trying to get warm.

The Editor Ran the Artillery

For a year or two it was said the *Picayune* had 50 editors, being controlled by a committee of citizens. That didn't work very well, and then we had Col. Barnell Rhett, a writer of note and a man of very decided views. At this time I had the privilege of being on the editorial staff, and was present when Col. Rhett was introduced. Among other things he said to us, "Gentlemen, I am the only 'we' in this office. State facts that you can stick to, and if there is any shooting to do I am here to do it."

This was not empty words, for the Colonel was a veteran duellist, and killed Judge Jonas under the live oaks.

The *Times* was a little more modern in its politics and make-up but was Democrat for all that. The two offices were side-by-side on Camp street. The *Republican*, on the same street, was the organ of the Northern element, and subsisted mostly by Government patronage. *L'Abeille* (the Bee) was a French paper and was a quaint, old-fashioned sheet in the Parisian style.

The Comp. Made them Vote Right

The printing of the proceedings of the Senate and Legislature at line rates was among the fat enjoyed by *Republican* papers, and they were smart enough to get their pay in advance and without doing the work. But somebody talked too much, and for fear there might be a call for vouchers, the chairman of the printing committee arranged to have the proceedings printed in supplement form to be ready if wanted. These were printed as a newspaper, 40 copies, and the heading changed for as many journals as necessary. A steady job at Keefe's where the supplements were printed, seemed preferable to subbing, and I took it on. The proceedings were set in pica and the divisions in nonpareil—one balanced the other, and on the whole we made fair wages.

One compositor of an enquiring mind asked if anybody would ever read these documents.

"Sure not," was the answer.

"Then why go to the trouble of changing these division lists?"

"None in the world," and so the divisions were kept standing—about two sticks of nonpareil, and if any delver into forgotten records happened to see these documents, he would discover that every Senator and Legislator of the State of Louisiana voted exactly the same way on every question. It made fat for the printer, and the work was got out quicker. So everybody was satisfied.

Easy Work and Easy Money

The *Republican* had the contract for the State printing and you may be sure that in the general looseness no printer worked any harder than he had to. Overtime was double time, and towards six o'clock the foreman would say, "All hands on deck to-night." There wasn't much work after supper, but about 10 o'clock the foreman would remark, "Well I guess we better quit and call it half a day," which expression became a classic and persists among printers to this day.

Talking about state printing. There were a few of us who used to follow it—from New Orleans to Jackson, Mississippi; Little Rock, Arkansas, and Austin, Texas, and the return of the regulars was looked for in each of those places. Wages were good and we made lots of money, but none of us kept it, there was too much faro and poker. Every Saturday night there was a game of freeze-out and the fellows who had the pile didn't work much as long as it lasted.

Jackson, Miss., was the best of the quadrilateral, and the easiest to get at. Here is an example of how things were done. When the *Pilot* of that little city was made State printer, it had to start in from the beginning, and a quartette of compositors, from their experience elsewhere, got the best sits. The House calendar and the bills were set in 36 ems pica solid and printed on a half-cap sheet. One day the chairman of the printing committee asked if we couldn't separate the lines, so that one could write in corrections. He was assured there was nothing easier, and Old Man Kimball sent to Cincinnati and got a ton of pica slugs more or less, and the matter was duly slugged out. This suited the members, the boss and the noble four, who were drawing down 65 cents a thousand, and found their bills doubled. Then the chairman wanted more room still, and was accommodated by cutting the measure to 20 ems, and there being a running heading clear across the page, the boys claimed and were allowed to count all below it—something like four prices. The pay was in state warrants, at 80 cents on the dollar, but when the weekly string figured up to a hundred dollars or over there was no complaint. The State Printer made barrels of money, the chairman of the printing committee got his work as he wanted it and the boys didn't do so worse.

Shooting Sticks in Earnest.

One day when the weather was getting warmer and business was slacking up a bit a message came from the secretary of the Union at Jackson, Miss., that a printer or two could get a steady job, and this appealed to me. Jackson is the state capital, about 100 miles or so from New Orleans and at that time was a small town, just beginning to recover from the effects of the war, and still showed many of the scars. The job was in the book room of the *Clarion*, and the boys worked on the companionship plan, which was new to me and may be to many who read this. All the work was by the piece, 65 cents a thousand, and each man made up and tied his pages and shoved them on the stone. The last man to finish on a broken page made it up and got the fat, if under half a page. Blank pages were counted as full, and were divided among the companions.

Conditions were peculiar in Jackson. No less than three cold-blooded assassinations took place while I lived there and created less sensation than a burglary would in an Ontario town. Almost everybody "toted a pistol." There used to be a good many differences among country editors and some of them came to the capital to settle them, or met there, and things came to a crisis. Usually one or the other came in to see Old Man Barksdale, editor of the *Clarion*, who was an expert in such matters, and kept an arsenal in his sanctum. He would fit the editor out with a double-barrelled gun loaded with buckshot, and there would soon be trouble on the main street. People would keep indoors, and as the fighters kept at a distance of a block from each other not much harm was done, but honor was satisfied.

When C. W. Went Gunning

There was a man in Jackson at that time whom I will call Morson because that was not his name. He was an official under Governor Alcorn and general doer of dirty work for the Black and Tan party. Your informant and another newspaper man were doing the Associated Press and it became necessary to tell some truths about this individual, which he did not relish. and as was the custom, published a card in the *Republican* paper setting out self and partner as liars and horse-thieves, or words to that effect. This card, as was also the custom, was cut from the newspaper and pasted on the lamp post in front of the capitol. Barksdale told us about it, and insisted that we take a gun apiece and stand under the lamp post and see what would happen. This was did, and in a few minutes Morson came up the street with a hand in each pocket, and in the pocket a Derringer, which was likewise a way they had. When he saw the men waiting for him, he smiled a sickly smile and made his way back to the statehouse. Quite a few years after that, the ex-carpet-bagger was in Toronto, editing a party paper. One day I was introduced to him at the Stratford station, but conversation languished when I told him I was in Mississippi at the time certain things had happened.

Hon. Jefferson Davis, ex-president of the Confederacy, passed the last of his life on his plantation near Vicksburg, and was in Jackson quite often, He always used to make his headquarters in the *Clarion* office, Senator Barksdale being a life-long friend. The exponent of the Lost Cause was quite approachable, and I had the pleasure of several chats with him. I had seen him before in Montreal, where he lived for some time, but he had aged a good deal since then and was a broken down old man.

Using Wires to Tie Up the City Delivery

System Followed by Decatur, Ill., Review

THE use of wires for tying up papers for city delivery is advocated by W. H. Coonradt, circulation manager of the Decatur, Ill., *Review*. In support of his contention, he states, in a recent article, that no matter how good the paper and the contents may be, it all fails unless the paper is placed in good condition at the disposal of the reader as soon as possible after it comes from the press.

"Undoubtedly the ideal method to deliver all newspapers would be to put each one in the mail box, letter hole in door or some place easy of access where it will not blow away. Two factors are to be considered in such delivery—time and distance. The former is undoubtedly the more important.

"If a carrier must place papers in boxes and go to porches, most routes would take nearly double the time to carry.

"This would mean more distance for the carrier, hence a tired boy near the end of the route, a boy that is then bound to give poor, late service; we all know the bad result.

"To give service we must therefore deliver papers as soon as possible after going to press, either have the paper folded or wired. A folded paper is sometimes torn or badly cracked.

"Wires have been used by many papers for years and experience has shown that they may be used very successfully at a minimum of cost. The *Review* has used them for over fifteen years when we have sixteen or more pages.

"The cost of wires is too small to be considered with the service given. At the present time we are paying 18 cents per pound against 13 cents last year, but note by referring to our records that five years ago we were paying 9 cents, 100 per cent. increase in that time.

"To any circulation manager that has not used wires, we might state that we receive them in the form of 'stones,' about ten inches in diameter, about the shape of a doughnut, about sixteen or eighteen in a keg, average weight close to 200 pounds. It is necessary to cut them, using tinner's shears for that purpose.

"We have tried cutting with large power shears that will cut one-quarter inch steel but find that wires cannot be cut in that way, the wires seem to bind the blades. The average weight of each stone will run very close to twelve pounds, making each stone cost about $2.16 each and as an average stone will produce over 32,000 wires, cut ready for the carriers, making each wire cost 662 hundred thousandths of a cent or six and sixty-two hundredths cents per thousand.

Different Plans Tried

"Rubber bands have been used by some newspapers but the cost is against their use. We find, by experiment, that it is very close to 1,000 per cent. more expensive than using wires.

"It is true there was trouble when wires couldn't be purchased but the market seems to be in better condition at the present time.

"In view of the fact of the low cost of wires and as they are more easily handled by carriers, we have found them to be much more successful than any other method.

"Glued paper bands have also been tried—the main objection to their use is on a rainy day. Any carrier after some practice can wire a paper, ready to be thrown in less time than one folded, so objection cannot be made to slowing down delivery.

"Most carriers use one wire to keep them together and then fasten the bunch to a button hole in the coat, thus leaving both hands free.

"To sum up: No newspaper can afford to attempt good delivery service without wires for large papers in view of the low cost. A carrier is only human, when he thinks the circulation manager is not interested enough to furnish wires at a low cost to assist him in making proper delivery, the carrier will undoubtedly lose interest."

Printer and Publisher wrote Mr. Coonradt asking for any more information on the question, as the use of wires for tying papers for house to house distribution has not been tried out in this country as far as we know. The Decatur man forwarded more particulars and also a number of the wires used by his paper. The wires are cut in lengths of about twelve inches, but it is stated that there has been some trouble in securing a supply of wires for the purpose, although it seems almost certain that any of the several Canadian wire companies could furnish the same material. If any publisher is interested in the matter we will be pleased to forward a sample of the wires used.

Mr. Coonradt, writing to this paper, states that: "The boys simply roll the paper and wrap the wire a couple of times around the folded end and give it a twist. This takes very little time, and in fact is faster than the boy rolling the paper or folding it in the old way. We believe that if you succeed in securing a supply you will find them quite successful."

A paper folded and wired in this way would be much less liable to blow away or become mussed up on a verandah than one tossed up in the ordinary way. A number of carrier boys become quite adept at folding papers into a hard square, and the way they can shoot these across the lawn and on to the verandah is a tribute to their skill. At best, though, the excellence of the delivery in this way depends on the skill of the boy and vice versa. Mr. Coonradt's system seems to have considerable to commend it, and he has been very anxious to give all information possible to Canadian publishers.

The Newsprint Situation

Renfrew *Mercury*:—The Toronto *Globe*, the Toronto *Telegram* and the Ottawa *Journal*, and other papers of the metropolitan type are savagely attacking Mr. E. W. Backus, the owner of the Fort Frances paper mills, and the same gentleman who was recently granted some new timber limits near Kenora by the Drury Government. The Ottawa *Journal* in dealing editorially with the matter calls Mr. Backus a "selfish foreign profiteer," and says he "promoted a desperate and dangerous mess in Canada by defying the Government of this country at a time when he could calculate on stirring up international trouble." The *Journal* admits, however, that Mr. Backus "among others" objected to this Government order, evidently having in mind the defiance of Price Bros., Limited, in the face of the Board of Commerce order, and the ultimate victory of Price Bros.

There is getting to be a very strong suspicion among the weekly newspapers of Canada since the Canadian Press Association dissolved and the weekly newspapers got absolute control of their own affairs, that had a different attitude been assumed towards the newsprint manufacturers by the big metropolitan dailies which practically controlled the old Canadian Press Association, much of the newsprint trouble would have been avoided. At any rate since the Canadian Weekly Newspapers' Association has been controlling the affairs of the weekly newspapers of Canada they have formed an altogether different opinion of some of the newsprint manufacturers. There have, of course, been no concessions in the way of price, but troubles regarding supplies have been largely eliminated without once having to appeal to the Government or any other outside party. The C.W.N.A. officials have found Mr. E. W. Backus, who had the solid backing of the people of Kenora in his negotiations for the English timber limit, to be a kindly gentleman with a great deal of generosity and sweet reasonableness in his make-up and when the matter of supplies for some of the western weekly newspapers that could use his product, which is solely roll news, was laid before him in a proper manner, he willingly and quickly obliged them. Another newsprint representative who is deserving of the hearty thanks of the weekly newspapers is Mr. H. B. Donovan of the Canada Paper Company, who on more than one occasion has gone out of his way to oblige weekly publishers who could not otherwise get paper.

In view of the concerted attack on Mr. Backus, by the metropolitan dailies, we feel it is only fair to speak of him and other newsprint makers as the Canadian Weekly Newspapers' Association has found them since they have had the opportunity of dealing with them direct. Had these men been approached in a different manner at the beginning it may be that a lot of the newspaper worries of the publishers during the past four or five years would have been avoided.

Advertising is Not in Charity Column

Views of a Successful Merchant

By John R. Scott

IN THE course of a recent interview, Tom Weaver, a Kentville, Nova Scotia, merchant who started in business ten years ago with a $245 stock of merchandise, and now owns a highly prosperous business which he has steadily built up year by year by the practice of sound business methods, made some pertinent remarks on the subject of newspaper advertising, which will doubtless be nteresting to newspaper publishers, and especially to those who are turning out country weeklies.

At the beginning of his business in Kentville, Mr. Weaver became an advertiser in both local weekly papers, and has continued to use space in them regularly. The *Advertiser* and the *Chronicle* are what may be properly termed ordinary country papers. Both are good newspapers in the local sense, and both have fairly good circulations, but neither possesses a feature which distinguishes it to any appreciable extent from the hundreds of other creditable weekly papers published from one end of the Dominion to the other. But week after week they carry from ten to one hundred inches of advertising for Weaver's store, and according to Mr. Weaver's statement they carry this space because he finds it profitable to make use of it.

No Charity About the Idea

It goes without saying that the Kentville papers are proud of the Weaver advertising that they carry, for Mr. Weaver says: "The newspapers get my money for just one purpose, and that is to bring business to my store. I am not impressed with the argument that it is any merchant's duty to support the local newspaper. If I believed this to be true I think I would make the publisher a direct contribution and let it go at that. I prefer to consider the local newspaper as a business institution, able to render me a distinct service in a business-like way, for which I should pay what such service is worth, rather than to look upon the publisher as an object of charity and myself as a Lord Bountiful. In any case, I do not donate any money to the Kentville papers. I spend money with them week after week, but it pays me to do so, and I would not do it otherwise."

Before proceeding to draw a lesson from this advertiser's views, perhaps it will be as well to hear what else he has to say on the subject. "While my advertising pays me, I do not give the newspapers all the credit for that fact, and if my advertising did not pay me, I do not think I would blame the newspapers entirely," Mr. Weaver goes on to say "What I buy from the newspapers is space to be used in telling their subscribers about my store and its merchandise. The way I use that space is what counts most in getting results, or in failing to get them. I can not expect newspaper readers to come in and buy my goods unless they believe that what I have to sell is what they should buy, and that they will receive fair and square treatment in my store. The constant object of my advertising is to cause them to believe those two things, and just to the extent to which I put over those two ideas, I know my advertising will be successful. All I ask of the newspaper publisher is that he carry my message to a certain number of people, and that he present it typographically the way I want it presented. That is the extent of his responsibility, and the rest of it is mine."

In Mr. Weaver's observations lies the refutation of the two extreme errors that too generally prevail in regard to the question of advertising in the country paper. Too often is to be found the small town or country merchant disposed to argue that advertising never pays; but, nevertheless, willing in many instances, "to help support" the local paper by spending more or less money for space from which he opines that he gets about all he can expect to get if it contains his name and address, with perhaps his telephone number, and more or less vague generalities concerning the nature of the business he conducts, and the merchandise he has to sell. On the other hand there are still too many publishers who assume the attitude that advertising always pays, and that the merchant who buys so much space in his paper always makes a profitable investment. Each one is as far from the truth as the other, for the fact of the matter is that sometimes advertising pays, and sometimes it does not.

The more clearly the country publisher understands the truth that some advertising pays, while some does not, and the better his understanding of why advertising pays sometimes and why it sometimes represents a waste of good money, the better equipped he will be to build up sound advertising patronage for his paper. Right here is where Mr. Weaver's statements are of value to the country newspaper publisher. Getting at the heart of the question, the kind of advertising that Mr. Weaver does is the only kind that can pay. Space and type will always fail to induce people to buy any merchant's goods unless he can cause them to believe that what he has to sell is what they should buy, and that when they get to the store they will receive a square deal. The merchant who can put over those two ideas will find his money well spent for advertising space, and if he can not do this, he assuredly can never make money by using newspaper space.

Tom Weaver's tip to the country newspaper publisher, therefore, is to steer clear altogether of the "support the local paper" idea; to get rid of the idea that space and type constitute advertising; to impress upon the local merchant the fact that the way in which he uses newspaper space is the all-important factor in getting satisfactory returns; and to help any merchant who needs such help to prepare advertisements that will convince newspaper readers that the merchandise he offers for sale is what they should buy, and that he will give them a square deal.

This is not a simple job, but upon its performance depends the success that the local paper publisher will achieve in getting money from the mecrchants in his field, and making them glad to give it to him. To do the job right means that the publisher must have a working knowledge of sound merchandising methods, including, as a first necessity, the principles of selling. The man who has advertising to sell to a merchant can acquire such knowledge, if he does not already possess it, in the same way that the salesman of cash registers, computing scales, store fixtures, tractors, threshing machines, soda fountains, or surgeons' instruments acquires an intimate knowledge of the business or professional requirements of the man to whom he desires to sell his product—by studying his customer's business.

Picton "Gazette" Ninety Years Old

An important event in the history of weekly journalism was marked on December 23 when the Picton *Gazette* marked its 90th anniversary. A concise resume of the history of the paper is given, together with extracts from the advertising and news columns of papers of 90 years ago. Strange that the first item in this list should read:—

Wood! Wood! "Wood will be received at this Office, in payment for Subscription or Advertising, if delivered previous to the first of February. Hallowell, Jan. 3, 1832."

There seems to be a tradition that still brings cord wood around and piles it at the counter of weekly papers of all sorts. It was a grand old practice, now replaced by the more modern method of handing over a $2 bill.

And we can't help wondering what great man filled this job, for all great men start in a weekly paper:—

"Wanted—An apprentice to the printing business is wanted immediately at this Office. One from the country between the age of 15 and 16 years will be preferred. Recommendations as to character will be required. Hallowell, Feb. 27, 1832.

A. E. Calnan, editor, and manager of the *Gazette* since 1912, is a well known weekly publisher. He was the first president of the Weekly Newspaper Association when it separated from the C.P.A.

Careless Style Adopted by Many Editors

That is the Opinion of New York Professor

By P. B. McDONALD, Assistant Professor of English, College of Engineering, New York University

The paper given on this page was read at the New York session of the National Conference of Business Paper Editors. Mr. McDonald widens the scope of his remarks to take in editors in general and his rather biting remarks are worth considering.

Editors do not like to be told they do not write well. An editor considers almost invariably that he is a very fair writer—in fact he might be pressed to admit that he is a remarkably good writer.

The discussion on Mr. McDonald's paper can be summed up as follows:—Editors do not care much whether their writing has the finish of a Huxley—the big idea is to convey unimpaired to the reader the idea he has in mind.

IT IS a lamentable fact that American editors do not write so well as British or French editors. The editorials, for instance, in an American technical or business paper cannot compare with the editorials in the same type of British paper. Much as we laugh at the British for their old-fashioned ways and their trust in precedent, their editorials show a breadth of vision, a thoughtfulness of treatment, and a knowledge of style that make the American writing seem trivial and school-boyish. A British editorial gives the reader the impression that he is listening to the views of a well-rounded, traveled, and experienced man of the world—a man versed in history and literature not for the purpose of exhibiting mental gymnastics, but for the practical purpose of applying the lessons of the past to the problems of to-day. The ordinary American editorial gives the impression that it was written in a hurry by a very young member of the staff who possesses learning but not knowledge. The French editorial excels the American in precision of expression, in scientific brevity, and in sensitiveness to the point of view of the reader.

No National Style Yet

We are a young nation, of course, and have been so much in a hurry that there are excellent excuses for our mediocrity in writing. Of late years a realization of our shortcomings has grown to a desire to have our faults pointed out, so that improvement can be made. Such improvement need not come from imitating the experienced and flowing British style or the terse, mathematical French style, but undoubtedly will have a distinctly American flavor. It must be admitted, however, that American literature offers little consistency for a national style. Poe followed the French style, more or less unconsciously, and used words in the sparing, exact method that French rationalism has built on French good taste. Mark Twain wrote with the exaggeration and breeziness of a period now past in our history. Woodrow Wilson follows the British traditions of long sentences, parallel structure, and sonorousness of sound. Perhaps Abraham Lincoln best illustrates the possibility of a native American style. His writings show excellent logic, naivety, and clearness, with a predilection for short sentences and "horse sense." Consider his address at Cooper Institute in 1860, when a candidate for president. He said in part: "You say we are sectional. We deny it. That makes an issue; and the burden of proof is upon you. You produce your proof; and what is it? Why, that our party has no existence in your section—gets no votes in your section. . . the fact that we get no votes in your section is a fact of your making and not of ours . . . . .If our principle, put in practice, would wrong your section for the benefit of ours, or for any other object, then our principle and we with it are sectional, and are justly opposed and denounced as such."

Says Jargon is too Prevalent

In order to understand more fully what is the matter with such writing as appears on the editorial pages of American business papers, a division might be made into the two general faults that critics point out. The first of these faults is the careless jargon for which haste and impatience are responsible; the second fault, probably a reaction from the first, is the so-called fine writing or ornamental pedantry that is the astonishment of Europeans visiting here.

Careless jargon means the general slovenliness of diction and rhetoric that tends to such expressions as "along these lines," or the use of "concern" for "company," with all the formlessness and vagueness that follow a mixture of half-thought-out ideas and abstract words. Users of jargon like expressions such as: "in connection with," "proposition," "instance," "case," "character," "nature," "viewpoint." Mr. T. A. Rickard gives some excellent examples of jargon in his chapter on the subject in his newly-published little book on "Technical Writing." One of his examples is this sentence: "*With regard to* the process, the principal difficulty that rose *in connection with* the operation of it was the *large amount* of dust; the success of it therefore, depended *as to whether* it could, *or could not* be collected without incurring a *more or less* prohibitive expense." Mr. Rickard says of this: "The seventeen words underlined are mere 'empties' in the train of thought. Note the careless use of 'it;' the first and second refer to 'process,' but the third refers to 'dust.' He might have said: 'The success of the process depended upon the economical collection of the dust made during the operation.' "

Many "house organs" talk in this manner, using the slapdash and "live wire" argot of the street and market. Such jargon seems to them to have more punch than a sober and restrained style, just as many of these live-wire jargoners wear clothes that figuratively punch you in the eye, instead of the modest clothes that their employers prefer.

Wind and Verbal Foliage

Yet a worse fault than careless jargon is the "fine writing" which American editors seem to favor. Someone has said that wherever anything is carried to extreme look for its opposite. If America has carried to extreme an uncouth indifference to good English, and a frontier carelessness of style, it has also nourished side by side with it a too-precious ornateness of scholarship, a pompous floriferousness that reminds one of the much-decorated Central American generals or the high potentates of Siam. The idea of the windy ones who use this high-flown manner seems to be that short straight speech is not good enough for them, and they invent verbal gewgaws and pinwheels to embellish their sentences. The fault is widely distributed in America. Most sales-catalogs and "house-organs" have it on the same page with the jargon mentioned above. Even so widely read and newsy a paper as the New York *Times* runs to fine writing in its editorials and dramatic criticisms. H. L. Mencken, the stormy petrel of American criticisms, blames the fault on the old-style college professors. He ridicules Professor Veblen, the well-known economist, in his volume of criticism called "Prejudice."

Says Mr. Mencken of Professor Veblen's book, "The Theory of the Leisure Class": "Words are flung upon words until all recollection that there must be a meaning in them, a ground and excuse for them, is lost. One wanders in a labyrinth of nouns, adjectives, verbs, pronouns, adverbs, prepositions, conjunctions and participles, most of them swollen and nearly all of them unable to walk. It is difficult to imagine worse English within the limits of intelligible grammar. It is clumsy, affected, opaque, bombastic, windy, empty." He then quotes a paragraph from the professor's book, a paragraph beginning "In an increasing proportion as time goes on, the anthropomorphic cult, with its code of devout observances, suffers a pro-

gressive disintegration through the stress of economic exigencies and the decay of the system of status. As this disintegration proceeds, there come to be associated and blended with the devout attitude certain other motives and impulses that are not always of an anthropomorphic origin, nor traceable to the habit of personal subservience, etc."

Lack of Straight Simple Style

This is reminiscent of the eighteenth century people who called a grave an "earthly couch," and a bird a "winged denizen of the air." But the habit did not stop with the eighteenth century, nor with the poets. We can see the same thing in the ornate magazines put out by firms selling rubber or brass or automobiles. Such a magazine is likely to say editorially that: "With the installation of an improved, modernized, and scientifically controlled mechanism, operations are being prosecuted more perfectly than ever, and the advent of a new era in this particular domain of commercialism is apprehended."

The two chief faults then of American writing are slovenly jargon and undue ornateness. The tendency of either extreme is to miss the simple, yet cultured English that marks the soundly educated man who knows both literature and life but is not given to parading his knowledge like an acrobat doing stunts at a circus. If a choice were made of the American periodicals that show the most capable editorship, the following several should be included, though by no means are they the only notably well-edited ones: the Springfield *Republican*, which states facts and opinions plainly and sanely, and withal shows exceptional political acumen; the editorial pages of *Life* as written by the veteran E. S. Martin, who has a happy faculty of saying a great deal under guise of a light style; the *Mining and Scientific Press* of San Francisco, which is edited by T. A. Rickard, an old student of Huxley; and *Through the Meshes* of the W. S. Tyler Co. of Cleveland, which suffers from a few marks of jargon but talks in a characteristically American manner that makes it well worth reading—an extraordinary exception among house-organs.

On the other hand, surprise has been often expressed that the National City Bank of New York, the largest bank in the country, should use such confused English in its monthly bulletin of trade conditions, which is widely read and appreciated. Also, though the New York newspapers are wonders of printing, news-gathering, and special features, there is not one which has editorials that compare with those of the Springfield *Republican* or of British or French newspapers. As for the majority of house-organs throughout the country, the wonder is that the companies who own them permit such poor examples of English to go out with their names attached, elaborate and impressive though the covers and pictures are.

Business Papers Have Meeting

A meeting of the Business and Technical sections of the National Newspapers and Periodicals Association was held at the National Club, Toronto, on January 6, when many matters of interest were discussed. The representations of officials of the Association has resulted in the withdrawal of an order that would have put a sales tax on advertising. This not only has saved a lot of money to the customers of the papers, but has been the means of retaining business. The feeling was expressed that it would be almost impossible to collect the tax from American advertisers, in which event it would mean a direct levy on the Canadian publishing houses.

The matter of postage was referred to, and no effort was made to disguise the fact that the postage rates now in force and those contemplated for next year are going to prove a very serious matter for nearly all the papers on account of the wide nature of their distribution.

Advertising the business press as a whole was also discussed, and plans are well under way to do this, the idea being to better acquaint the business community with the real aims and objects of the business papers, and to bring out their educational features.

The matter of bringing the editorial men of the business press together in this district as a start to a wider movement was also mentioned, it being contended that the business papers must grow stronger together, and that any weak paper in this class had the effect of making all the others weaker in the estimation of the advertisers and readers. Closer co-operation between advertising, circulation and editorial departments was mentioned in the same connection, the feeling being that the editorial department, in order to keep up-to-date, had to have all the assistance it could get from the men who were out and in touch with the trade.

Those attending the meeting were:—

Hugh C. MacLean Publications, T. S. Young, Major Hugh C. MacLean, A. D. MacLean, G. B. Van Blaricom, D. L. Smith, J. R. Thomson.

MacLean Publishing Co., H. T. Hunter, H. V. Tyrrell, G. D. Davis, R. Bedell, H. D. Tressider, W. C. A. Moffatt, B. T. Huston, G. Rutledge and A. R. Kennedy.

Canadian Railway and Marine World, Acton Burrows, A. A. Burrows.

Fullerton Publishing Co., J. N. Fullerton, G. N. Simpson.

Commercial Press, D. O. McKinnon.

Marketing, W. A. Lydiatt.

Monetary Times, J. J. Salmond.

Acton Publishing Co., J. C. Acton.

H. Gagnier Ltd., N. R. Perry.

Industrial Canada, D. B. Gillies, W. A. Craick.

Le Prix Courant, Montreal, J. A. Beaudry.

Difficult to Get Increases Now

At the request of this paper, Charles Dingman, president and general manager of the Stratford *Herald*, discussed the present problems of the daily, particularly from the viewpoint of costs:

"The problem how to make ends meet in publishing a daily newspaper at this time with increased telegraph tolls, increased postal rates, increased prices on paper, high cost of labor, while prices in ordinary commercial lines are on the decline, the problem, I say, is more easy to suggest than it is to solve. I know of no specific that will meet the situation.

"The only thing I can see for it, is to watch every detail of the business, cutting here and there as opportunity offers without interfering with the efficiency or value of the newspaper. That, of course, is broad generalizing, but, as I see it, the problem is one largely that the individual publisher must work out for himself. The situation is not exactly alike in any two local fields.

"The present would not appear to be an opportune time to seek a further advance in advertising rates. I speak of our own local field but I am of the opinion that the idea prevalent here prevails generally throughout the country.

"The merchants and manufacturers in Stratford have conceived the notion that newspapers are responsible for the present decline in business, with the consequent depression. They say if the newspapers did not print the news about the falling prices, that they would have been able to bring about a gradual readjustment. The temper of the merchants and manufacturers is such just now that it would be most unwise to attempt to put over an increase in advertising rates, and yet I am convinced that advertising rates must be advanced, if newspaper publishing is to give a profit in any measure commensurate with the labor involved.

"The newspapers' newsprint costs, telegraph tolls, wage bills, etc., are largely fixed charges, subject to variations, only within rather narrow limits. I am convinced however, that as soon as business recovers, which I think it is bound to do within a reasonably short time, we shall be able to present the matter to our advertisers in such a way that they will accept a reasonable increase in advertising rates.

"There is an economy that I do think the newspapers might adopt with profit, and that is the 12 em measure. Even newspapers printing from the Cox duplex press could then run an eight column paper instead of the present seven column. The advantage of the 12 em 8 column paper are so obvious that they need not be outlined in detail here. The change would permit of economy in the use of newsprint paper, give newspapers increased space to sell for advertising and the narrow measure would automatically operate as an increase in advertising rates."

The plant of the Riordon Pulp and Paper Co. at Merritton has closed for an indefinite period. Only what staff is absolutely necessary is being kept at work. The Riordon mill makes sulphite only, and the warehouses are filled to the roof with this product. Several hundred men are thrown out of work.

One Hundred Years' Continuous Issue

Brockville Recorder-Times, Unique Record

ONE hundred years of age, and of continuous publication, is the proud claim of the Brockville *Recorder and Times*, better known as plain *Recorder*, the name it took when it was started to set forth Liberal views on January 16, 1821. It was sponsored by Chauncey Beach. He was not a writer and little is known of him. He is supposed to have been a transient printer who took charge of getting out the new paper.

The newspaper itself was characterized later by William Buell, who purchased it in 1823, as "a small and dingy sheet," and a perusal of the copy of September 24, 1822, preserved by Harold Jones, Maitland, bears out this contention. In size it was four pages, five columns in width by eighteen inches in depth. In 1824 the circulation of the *Recorder* was but 300, the largest of any newspaper in Upper Canada being 1,000. The subscription per annum was 20 shillings. Without the job printing business, which was run in connection with the newspaper, it could not have been a financial success.

About the beginning of 1823 the *Recorder* passed under the control of William Buell, brother of Andrew Norton Buell, who retained ccntrol for 26 years, or up to 1849. Then it passed over to Messrs. Wylie and Sutton. The leading figure in this period is David Wylie, called "Colonel" by reason of his rank in the Militia, a Scot of much ability and high principles e qually at home in the composition of either prose or verse, editor of the *Recorder*, except for one brief interval, from 1849 to 1883, president of the Canadian Press Association and "The Father of the Canadian Press." The price of the *Recorder* at this time was "12s. 6d. per annum when paid in advance and 15s. when not so paid." William Sutton attended to the mechanical end of the business and R. Grieve was foreman. In July, 1850, Mr. Sutton retired from the firm. Mr. Grieve afterwards published the Hawaiian *Gazette* at Honolulu.

Colonel Wylie disposed of the *Recorder* in 1875 to Dr. S. S. Southworth and Thaddeus W. H. Leavitt. In 1879 Dr. Southworth retired, when Mr. Wylie again assumed the editorial chair. In 1885 he finally bade adieu to the *Recorder* on selling his interests to J. J. Bell.

It was on November 10, 1873, between five and six o'clock, that the first issue of the daily appeared.

Starting even a four page daily was a real undertaking then. Writing of the event the late John H. Williams, then a printer on the *Recorder*, said:—

The week preceding the birth of the new paper was a busy one. Rules to go between the columns cf reading matter had to be prepared, and as there was no "Little Giant" lead cutter in the office, recourse had to be had to Smart's foundry, then under the superintendency of the late Archie Franklin and Jimmie Kelly, and the rules were soon cut the right length. In setting the heading for the paper, I used a small coat-of-arms. Mr. Wylie, on seeing it, remarked: "That is right, John, be loyal." The paper was a small four-page sheet and was worked for quite a while on the hand press.

Some of the items collected by the local reporter, W. Gibbens, now of the Cornwall *Standard*, which appeared in the first issue of the *Evening Recorder*, are interesting:—

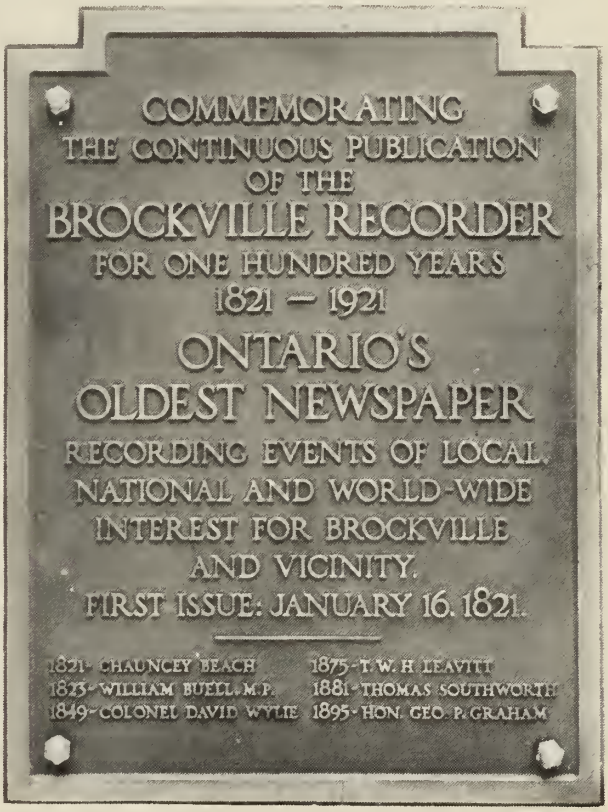
"Cossitt Brothers are adding another building to their already immense pile."

"Street lamps are much wanted on William and Pearl streets. The council should attend to this."

"Our town council have a gang of men at work gravelling a portion of Buell street. This is well." Etc., etc.

Col. Wylie left the *Recorder* in 1885, and Mr. Leavitt also departed shortly after. Mr. Leavitt's place on the *Recorder* was taken by Thomas Southworth, who had been carrying on a job-printing business in the town and whose plant was taken over. J J. Bell formed a partnership with Mr. Southworth, who acted as business manager. Mr. Bell was the active editor. He afterward edited the *Canadian Engineer* and now resides in Ottawa. Mr. Southworth and Mr. Bell continued in business partnership until 1890, when the former secured the latter's interest and conducted the paper himself with John A. MacKenzie as editor, and Lev. Southworth, his brother, as local editor. George P. Graham came to the paper in 1893, and in 1894 the company was organized as a joint stock company with Thomas Southworth as president and George P. Graham as managing director. Mr. Graham had been for 12 years editor of the Morrisburg *Herald* and a year as assistant editor of the Ottawa *Free Press*. On January 1, 1918, the two businesses were amalgamated, and a unique announcement made as follows in the *Recorder*:—

"It is just as well to admit at once that this marriage is not based on love, but is for money and the betterment of conditions. Brockville is a wonderful town—none better—but a town this size does not afford sufficient business, particularly under war conditions, to support two live dailies. Both might continue to exist: n either would really live."



TABLET FOR FRONT ENTRANCE OF BROCKVILLE RECORDER

History of the Printing Folder Form.

The William F. Fell Company, Philadelphia, are issuing a series of folders to the trade, telling the history of printing. The first is entitled "Your Printer, 5,000 B.C." It states that the lineal ancestor of the present day printer was the man who first scratched on bone and rock rude pictures of conquest. The company in explaining the purpose of the folders stated that for some time it has been engaged in a search through ancient, mediaeval and modern histories to authenticate the origin and progress of printing. From the results of the investigation they have published a series of new and original illustrations covering an idealistic and interesting story. They have this month mailed out a portfolio of specimens of work issued by them, an excellent expression of the colored printing art, pleasing and effective. Particular mention might be made of the reproduction of the "Butterfly Hosiery" Carton.

Courtesy the S. D. Warren Co., Boston

REVIEW OF JOB SPECIMENS

If You Want An Opinion On Your Work, Send It In

SOME weeks ago we received from L. H. Archer, publisher of the *Times* at Ryley, Alberta, a request for suggestions about his letterhead, which is reproduced elsewhere. In order to get as many ideas as possible and also to show the set-up in several kinds of type, *Printer and Publisher* sent the job to several offices and technical schools, explaining the idea and asking for co-operation.

In our letter we explained that the utmost freedom could be exercised in the matter, as long as the wording remained the same. The original was done in black and blue, the blue being used only for the rules. It was a neat piece of work, even better than the reproduction in zinc shows. Its weakness was in the square cut regularity of the design, which, at best, is a hard idea to follow and get a pleasing result. This is sometimes overcome by the use of a tint block. The press work on the original was well done. A nice even squeeze had been secured, with the result that the impression was sharp and definite.

Figures A, B, and C, were all done at the Toronto Technical School. The classes there were rather disorganized when the request went in, as the holiday season was on. The work of the first two were designs of Walter Hambly, the instructor in printing at the school, while the third, Fig C., was done by George Elms, his assistant.

Figure A.—Caslon old style was used throughout, in fact Mr. Hambley has a sort of unwritten law which might read "When in doubt use Caslon." The printing was done in blue black and in the original the little line and squares under the display line were in gold, making in all a very effective piece of work. It would serve very well for an all-round letterhead for an office that wanted to show it was equipped to do good job work as well as print a paper. The use of the italic in the word "The" before "Times Press" serves well to take away any stiffness that might come from caps, and the keeping of the ornamental design in the same color as the heading is quite in order. The little touch of color from the rule and squares is sufficient to break up the design a little. The design can be secured from any type house.

Figure B.—This is an entirely different design by Mr. Hambly. The top is done in Engravers' Shaded, while the remainder is in Wedding Text. There is a little stunt in this that is worth noting. In grouping the wording at the centre of the page the idea was to mass the scheme as much as possible to get the same effect as an engraving. How was the line "Commercial Printing" put in? It is 18 pt. and by actual measurement there is only 8 points between the bottom of the large display line and the line "and Publishing." As a matter of fact the middle line was put in on a second impression, and it required some careful figuring to get these lines to hitch, as the bottom of the cap "P" in "Printing" is well below the top of the same letter in "Publishing." Getting an 18 line in 8 points of space is pretty fair work, and if an even impression can be secured it is possible to get a massed effect in Text or Cloister series, where otherwise a great deal of white space is forced on account of the heavy shoulder necessary to accommodate certain of the caps.

Figure C.—This was done by George Elms, assistant to Mr. Hambley at the Central Technical School, Toronto. Packard series is used throughout. An improvement might have been made by using a size smaller for the smaller caps in the line "The Times Press." The same idea might have been followed out in the date line as well.

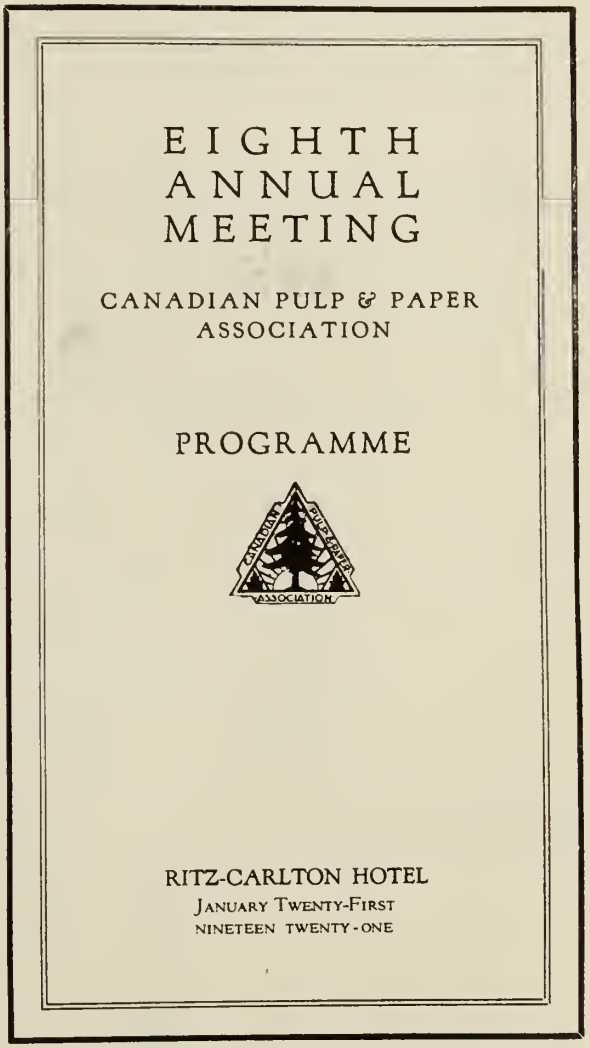
The Binder and Cost System

Job and book-printers everywhere are installing cost systems. And this practice is bringing the smile of satisfaction into the face of the job and book printer as nothing else will.

But what of the binder or blank-book maker? There are a great many binderies throughout Canada, many of them manufacturing a large amount of blank books, doing the binding of books and catalogues, etc., for the printing offices who have no bindery equipment. We are not referring to the large bookbinding establishments in some of the larger cities, who manufacture for the trade. It is the concern usually meant when we say: "See a bindery about this job."

A stationery buyer for a large railway concern said to me some years ago: "Get enough bidders and you will be sure to get the job for less than it cost the producer for labor and material."

This stationery buyer was an intimate friend of mine, and for this reason he warned me to refrain from wasting time by making estimates and bids for the work that he gave out. But, as I was young and anxious to become more familiar with the art of making estimates of cost, I often checked up the figures of



COVER OF PROGRAMME SENT OUT BY THE CANADIAN PULP & PAPER ASSOCIATION.

Good Sample of Plain, Legible Printing, easily put together and with no attempt at undue or unnecessary ornateness.

the different bidders. After revising the estimates on a few jobs, I knew several of the reasons why printers and bookbinders sometimes are called into bankruptcy court.

"Does the low man always get the job?" I asked my friend. "Are you not ashamed to give work to a man whom you know is going to lose money?"

"The low man gets the job, for it is my business to buy at the lowest possible figure," he said. "If the binder or the printer loses money, or if both of them lose money, the loser is paying for his carelessness or his ignorance, or both. That is up to them."

Most of the work that this stationery buyer gave out involved more or less binding, and sometimes the binding was a much larger item of cost than the printing. Whenever the binding amounted to more money than the printing, bids were asked from several bookbinders, and sometimes one of them would get the job and farm out the printing.

This combination caused our concern to get some of the work that my friend gave out. A bookbinder was submitting a bid on a large blank-book job—one that was principally ruling and binding, with very little printing. He came to me for a bid on the printing, and I submitted it. The binder got the job, and we got our part of it. I verified my figures as the work went through, and found that I had made no mistake.

But how about the binder? According to my friend's motto, the job was done at a loss. Was it? The motto was right. I got the binder to tell me what his price was on the work, and when I made up an estimate, my cost price was much higher than the binder's selling price. I called on him and asked him to let me see his estimate sheet.

First, he took his paper stock estimate, and it was right. Then he referred to his binding material and labor sheet, and found that it was right. Then he looked up his ruling estimate and found that it was wrong. It was 50 per cent. low, because he forgot that the sheets were cross-ruled.

"I guess I lost a little there," the binder said. "But it was not much of a loss, in fact, not any, for my first figure was high."

"Very well," I said. "When we put all of your figures together the total is the same as the total of your bid. My bill for printing on this job is not included in your figures. It is about thirty per cent. of what you got for the job, and that, together with your mistake on the ruling, represents your loss. You have made the railroad a present of about eleven hundred dollars!"

The moral? Oh, yes, of course. It is this: "If you stop making estimates on odd scraps of paper and make all estimates on a suitable blank, based on a cost system plan, which contains every possible item that goes into a job, you will not forget to include the printing. Then, if you will let the paper ruler check you up, you are not apt to lose out on that item, as this man did."

Every binder should have his cost system and work to it consistently, year in and year out. This will mean more money for the binder, a fair price to all concerned, and will baffle the buyer who glories in the low price bids.

Safety First Hints

Every printer, when asked to give a quotation on job printing, should remember that he cannot depend upon maximum efficiency in his shop at all times, but must consider averages. These will tell him:

That hand composition will average nearer 600 than 800 ems per hour.

That linotypes will average nearer to 3200 than 4000 an hour.

That hand-fed job presses are doing well to average 1020 an hour. Many do less.

That bindery girls generally average 750 folds an hour instead of 1000 or 1200.

That the average girl will not do better than 1000 to 1500 in gathering.

That folding machines cannot be counted on ordinarily for more than 1300 an sheets hour.

That inserting runs about 1000 to 1200 an hour.

RYRIE
Christmas
GIFT
SUGGESTIONS
The Spirit of Good Cheer
is abroad in the land. It sends Christmas ships ploughing through wintry seas heavy laden with gifts to brighten the homes across the ocean in many lands. And so, as we halt in our busy pursuits to take special thought of our fellowmen—we wish you, one and all, a very Merry Christmas and a happy, prosperous New Year
L. A. W. DOHERTY
W. J. KING
CALL MAIN 1170
Ronalds
Engraving
PREFERRED AGENCY SERVICE
Ask for
PHIL SMITH, Manager
or
"POP" FAWLOWSKY, Supt.
AND FORGET YOUR ENGRAVING TROUBLES
Merry Christmas
YOUR LIFE IS NOW ASSURED UNDER A GROUP POLICY IN THE SUN LIFE ASSURANCE COMPANY OF CANADA. YOU WILL HAVE THE PRIVILEGE OF NAMING YOUR BENEFICIARY, AND THERE IS NO COST TO YOU. A CERTIFICATE WILL REACH YOU SHORTLY
McKENNA LIMITED
The Night before Christmas
TO-DAY is the to-morrow We worried about yesterday
(Nothing to it)

DESIGNS BY ERNEST E. ADAMS, TYPOGRAPHICAL DESIGNER, OF THE RONALDS PRESS AND ADVERTISING AGENCY, MONTREAL

THE TIMES PRESS

Commercial Printing and Publishing

Counter Check Books

THE RYLEY TIMES
L. H. Archer, Editor-Publisher

Unexcelled Facilities

RYLEY, ALBERTA

THE ORIGINAL LETTER HEAD

That 500 to 1000 is a fair average for interleaving.

That a girl and helper will average not over 20 stitches a minute for saddle-back or 30 for side-stitch.

That a business card is not often set and locked up in less than an hour.

That billheads will average an hour for composition and lock-up.

That it will take an hour to set and lock up the average note-head or letterhead. Many take longer.—*The Pacific Printer.*

Border Cities "Sun" Dropped

The *Border Cities Star* a few days ago carried on its front page the following publishers' notice:—"Friday morning's edition of the *Sun* was the last that will be published. The abnormal cost of production makes it impossible to continue the morning edition of the *Border Cities Star* any longer. The paper was given every opportunity to continue. Neither money nor effort was spared to make it a worth-while newspaper, but apparently there is no room in this community for two progressive papers. Inasmuch as the *Star* goes into nearly every home in the border cities and Essex county, the advertisers have found it unnecessary to use any other medium than the *Star*. Paid in advance subscriptions to the *Sun* will be credited to the *Star* which will materially increase the *Star's* already large circulation. The *Sun* was inaugurated on September 8 of this year. It was in every respect a high-class morning newspaper, carrying the complete telegraph service of the Canadian Press, Limited, the financial news service of the Philadelphia *Public Ledger* and especially complete financial and sporting pages."

There's No Age Limit Here

When the term of General Isaac Sherwood of Toledo, O., expires as member of the House of Representatives, March 4, he will step at once into the ranks of active newspaper correspondents. Sherwood was 85 years old last August. He came to Congress March 4, 1873, when Uncle Joe Cannon also first entered. "The difference between myself and Uncle Joe," Sherwood says, "is that he has spent most of the time since then in Congress, I out of it." Sherwood was first elected to Congress as a Republican. But he has served as a Democratic member from Toledo for the last 14 years. He went down to defeat in the Harding landslide. Despite his years, Sherwood is one of the keenest men in Congress. He has a caustic pen, a live wit and an inexhaustible fund of reminiscences. He will report Washington affairs for the Toledo *News-Bee*.

On another page in this section is reproduced a half-tone, used in a book sent out by the S. D. Warren Paper Co., of Boston. It is not only a beautiful plate, but set in a frame of one-way screen and Ben Day tint. The effect of such treatment in this case is remarkable. It saves the picture from ending abruptly; to a large degree it eliminates the point of vision from resting at any particular place, and lets the little girl have full scope in being the whole picture. There is a great deal more attention being paid to such matters in some of the larger offices. The printing buyers need some education from the engravers, who must point the way.

New Prices on Book Papers

A reduction in the price of book papers has been made. The new list, compared to the old, shows the following:—

	Old Price	*New Price*
Avon, White, Suede Finish		
Ream, per pound	.38½	.33
Case per pound	.37	.31½
Ton, per pound	.33	.29½
Honeymoon Vellum, White, Parchment		
Ream, per pound	.63	.56
Case, per pound	.60	.53½
University M. F.		
Ream, per pound	.24	.19
500 lbs., per pound	.23	.18
Ton, per pound	.22	.17½
Tariff Paper		
Ream, per pound	.28½	.21½
Case, per pound	.27½	.20½
Ton, per pound	.27	.19½
Programme		
Ream, per pound	.25	.21
500 lbs., per pound	.24	.20
Ton, per pound	.23	.19
De Luxe, Egg Shell Finish		
Ream, per pound	.26	.22½
500 lbs, per pound	.25	.21½
Ton, per pound	.24	.20
Colors		
Ream, per pound	.27	.22½
500 lbs, per pound	.26	.21½
Ton, per pound	.25	.20
Wove and Laid Text White		
Ream, per pound	.28	.25
500 lbs., per pound	.27½	.24
Ton, per pound	.27	.22½
Velour Art		
Ream, per pound	.26	.22½
Case, per pound	.25	.21½
Ton, per pound	.24	.20
Bond of Avon Text, White, India Wove and Laid, Deckle Edge		
Ream, per pound	.39½	.33
Case, per pound	.37½	.21½
Ton, per pound	.34	.29½

The Christmas number of the Hanna, Alberta, *Herald*, ran 14 pages. It was a creditable number in every way. Features in keeping with the season were introduced, the news section is well arranged, and the readers of the paper are well looked after. The *Herald* is playing the game square with its district, and such a paper deserves support. It is a community asset, the value of which can hardly be over-estimated.

THE RYLEY TIMES
L. H. ARCHER Editor-Publisher

Counter Check Books
Unexcelled Facilities

The TIMES PRESS

Commercial Printing
and Publishing

Ryley, Alberta

FIGURE A

THE RYLEY TIMES
L. H. ARCHER, EDITOR-PUBLISHER

The Times Press

Commercial Printing
and Publishing

Counter Check Books
Unexcelled Facilities

Ryley, Alberta

FIGURE B

Counter Check Books

THE RYLEY TIMES
L. H. Archer, Editor-Publisher

Unexcelled Facilities

THE TIMES PRESS

Commercial Printing and
Publishing

RYLEY, ALBERTA

FIGURE C

Atmosphere Lends Strength to the Appeal

How an Interesting Series is Worked Out

IT IS noteworthy that there are many well-planned attempts being made to put advertising of certain kinds in a class where the appeal will be strengthened by the atmosphere surrounding the text.

Big campaigns are considering this more and more. A musical ad does more now than dwell on the idea of the technical excellence of a piano, or tell what some star performer says of it. The truth is that the purchaser is not in many cases a star performer, and is very apt to realize his limits. The most successful musical advertising to-day sells the atmosphere of music at home—tells of the pleasant evenings in a home where music is given a chance.

A tobacco ad does not often tell now of the excellence of the factory where a certain cigar is made. The artist has been called in and he depicts a man in an easy chair before a fireplace—a reading lamp is at his side and he is looking over the evening paper. The surroundings are there to suggest without much wording that a cigar would be enjoyed under those circumstances.

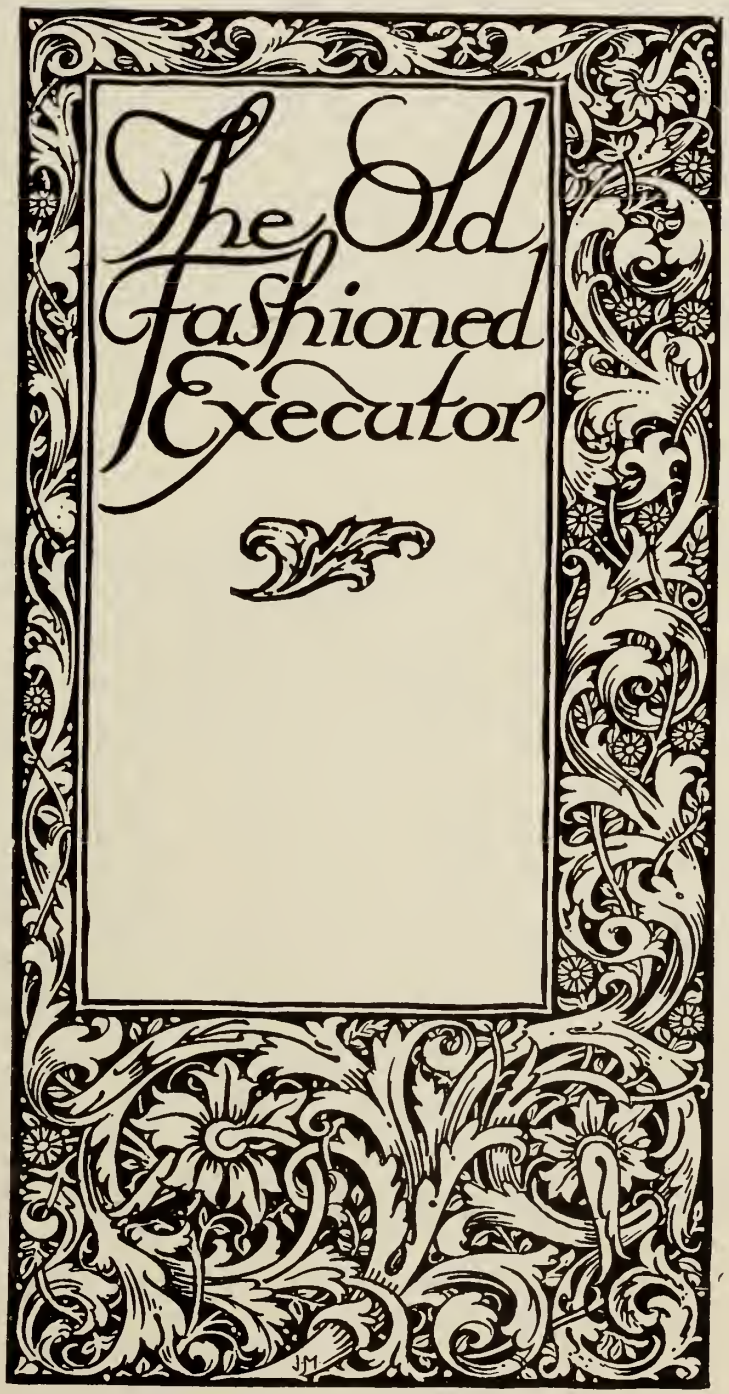
On this page and those following we reproduce the title and four other pages from a booklet issued by the National Trust Co., of Toronto. The ads have been largely used in daily and financial papers, and have attracted considerable attention.

Mr. Robert Beattie, advertising manager of the National Trust Company, wrote the copy, and the designs accompanying are the work of J. E. H. MacDonald, A.R.C.A., Toronto. The copy was written first in each case, and then the artist had the work of surrounding the message with an atmosphere in keeping with the matter.

There were 12 ads in the series, and in brief it may be said that each is built around some particular point in the old executor that might interfere with a successful handling of the estate. Each of these is contrasted with the continuity of the service given by a trust company. Not that the personal executor is assailed in the copy—neither can it be said that in any case is he held up to ridicule. Advertisers, ad writers and campaign planners might do well to analyze the work of this series and follow the reasoning right through.

Take No. 1 for instance. It is based upon the idea that a business man used to have a little more time to himself than he has to-day. Things were not so pressing or as complex. He could afford to attend to the estate of a friend—but things are changed now, and people haven't the time to be bothered.

No. 2 brings out one of the best of the series. The old-fashioned executor travelled—of course he did. And it is quite right to state that, with few exceptions, details in connection with the estate were left in abeyance until his return. The wording and the drawing combine well to carry the impression of the old executor leaving for a trip that might keep him away for some time, and in giving this bent to the thing the most is made of this phase of the situation.



TITLE PAGE. BY J. E. H. MACDONALD, A.R.C.A.

No. 3 old-fashioned executors were apt to take sick, and when sick they couldn't give much attention to business. So if they happened to be in bed, the affairs of an estate, should there be any up for attention just then, had to stand aside or take sick-bed attention. The picture again comes to the assistance of the message and synchronizes perfectly.

No. 4.—It is hardly necessary to read anything more than the heading and glance at the picture, but once the interest is aroused the matter will be read. The idea is to get reader interest to the extent of writing for the booklet on wills. The drawing is admirably suited to the ad. Without any particular exaggeration there is set forth the end of a fruitless search for a very much-wanted document.

Although such advertising calls for a lot of preparation and art work, the idea can be carried out in many lines on a much less elaborate scale. It means a careful analysis of the field you wish to reach, a well-planned conception of the strongest appeal that can be made, and then combining artistic treatment with plain, human interest language.

The whole series is a Canadian product, and is noteworthy on that account, indicating that there are those who see the possibilities of this form of artistic publicity.

FIGURE ONE

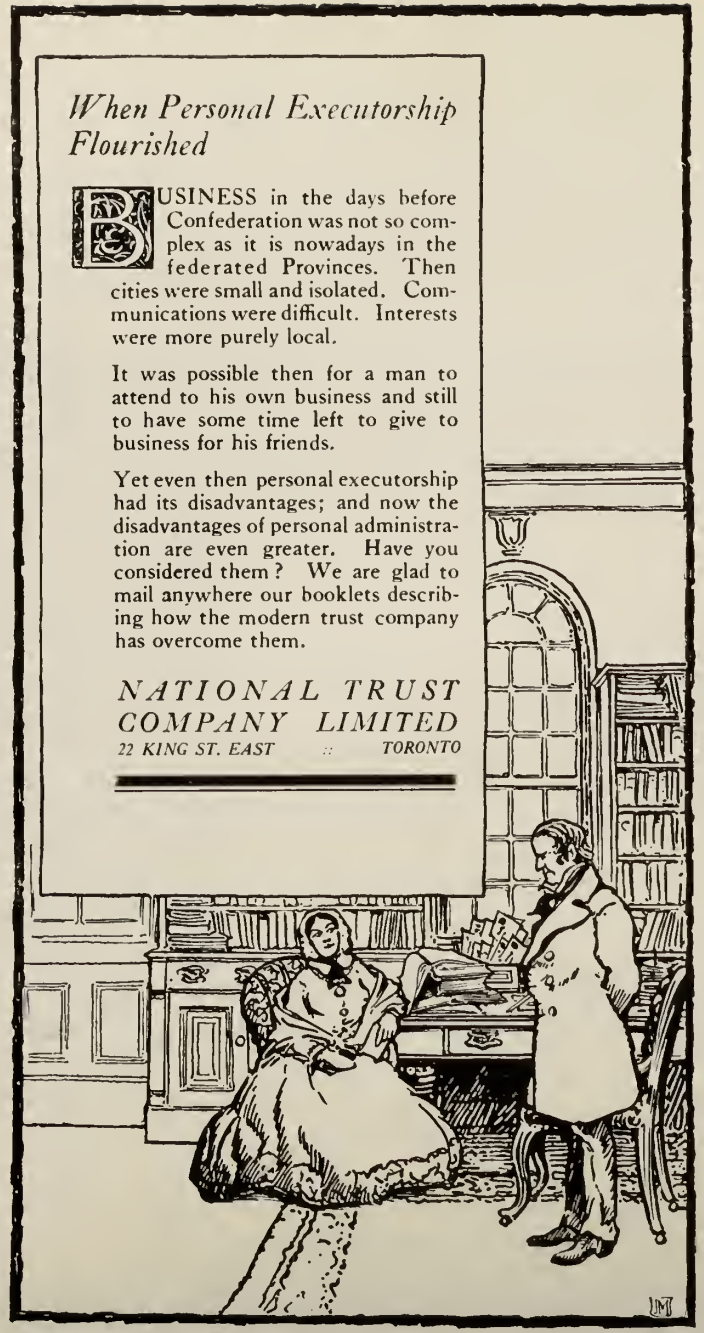

When Personal Executorship Flourished
BUSINESS in the days before Confederation was not so complex as it is nowadays in the federated Provinces. Then cities were small and isolated. Communications were difficult. Interests were more purely local.
It was possible then for a man to attend to his own business and still to have some time left to give to business for his friends.
Yet even then personal executorship had its disadvantages; and now the disadvantages of personal administration are even greater. Have you considered them? We are glad to mail anywhere our booklets describing how the modern trust company has overcome them.
NATIONAL TRUST COMPANY LIMITED
22 KING ST. EAST :: TORONTO

FIGURE TWO

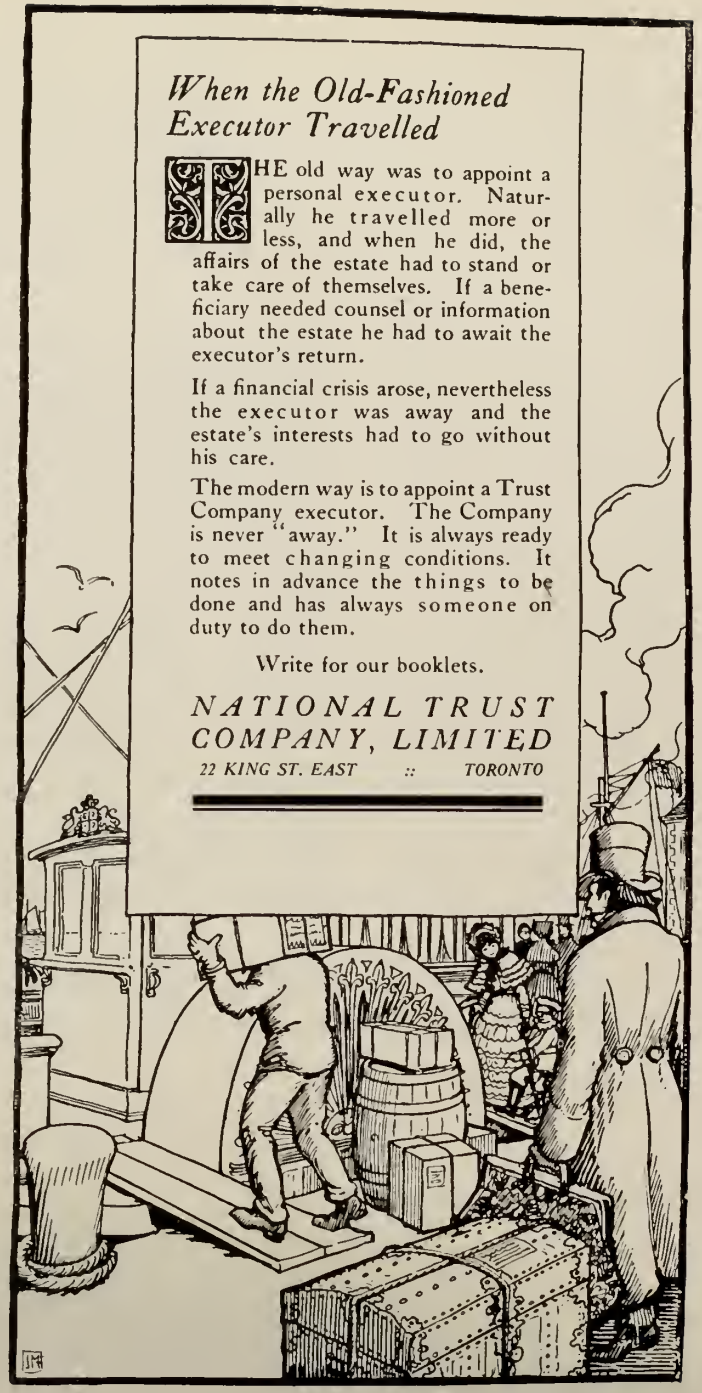

When the Old-Fashioned Executor Travelled
THE old way was to appoint a personal executor. Naturally he travelled more or less, and when he did, the affairs of the estate had to stand or take care of themselves. If a beneficiary needed counsel or information about the estate he had to await the executor's return.
If a financial crisis arose, nevertheless the executor was away and the estate's interests had to go without his care.
The modern way is to appoint a Trust Company executor. The Company is never "away." It is always ready to meet changing conditions. It notes in advance the things to be done and has always someone on duty to do them.
Write for our booklets.
NATIONAL TRUST COMPANY, LIMITED
22 KING ST. EAST :: TORONTO

FIGURE THREE

He Cannot be Seen . . . He's Ill."

THE Old-Fashioned Executor—the personal executor—was but human; he was subject to illness.

But what happened to the estate meanwhile? A favourable opportunity to sell some of the assets was lost and the estate lost. Beneficiaries needed assistance to which they were entitled under the will. They had to wait until the executor was well.

It was not the fault of the personal executor. It was his misfortune. But that did not lessen the loss to the estate and to the beneficiaries.

No such risk exists if this Company is appointed executor. There is always someone available to attend to the estate's business.

Write for our booklets about Executorship.

NATIONAL TRUST COMPANY, LIMITED

22 KING ST. EAST :: TORONTO

FIGURE FOUR

The Lost Will

IN old-fashioned novels the triumph of the hero could be brought about at any moment by the finding of The Lost Will.

This expedient of the novelist now seems to us strained. But, in the time of the Old-Fashioned Executor, facilities for the safe-keeping of valuables had not been developed. So many wills *were* lost, not in the world of fiction, but in "real life" where they were much more difficult to recover. The hardship and injustice caused by their absence were incalculable.

After it has been drawn with care, and executed in due form, see that *your* will is kept in safety. This Company avoids risk of loss by keeping the wills of its clients in fire- and burglar-proof vaults, producing them according to the client's instructions when occasion arises.

Write for booklets on wills.

NATIONAL TRUST COMPANY, LIMITED

22 KING ST. EAST :: TORONTO

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

Maritime

O. S. Dunham, proprietor of the Bridgetown *Monitor*, was a visitor to Halifax recently.

Hiram Wier, editor of the *Evening Mail*, spent a three weeks vacation in Boston recently.

"Toby" McKenzie, who has been operating on the staff of the Halifax *Herald*, left recently for Montreal.

Editor Herman, of the Amherst *News*, recently visited his brother, the Rev. Mr. Herman, of Dartmouth, N.S.

The Chronicle Publishing Co., of Halifax, have installed new "Labor Saving" furniture in their composing room.

Ed Marryatt, formerly employed with the McNab Print, Halifax, has gone to Toronto to learn linotype operating.

A. S. Barnstead, formerly editor in chief of the *Acadian Recorder*, is now president of the Rotary Club of Halifax.

H. A. McGregor, foreman at the Weeks Printing Co., spent a few holidays over Christmas with friends in New Glasgow.

F. B. Edwards, of the Edwards Advertising Service, Halifax, was on a two weeks' trip to Montreal and Toronto recently.

Miss Jennie Nauss, proofreader on the *Evening Mail*, Halifax, enjoyed a week's Christmas vacation at her home in Lunenburg.

C. W. Lunn, formerly editor of the *Headlight*, Truro, is now the labor and railway correspondent for the Halifax *Herald* in that town.

The Art Engravers Ltd., of Halifax, have installed further equipment to their plant, making it one of the most up-to-date in the Maritimes.

The *Citizen*, Halifax Labor Press, are running a special subscription offer of $1.00 per year, and report very favorable results from same.

Wm. Crooks, who has spent some time in Moose Jaw, has returned to his home in Halifax, and is now on the make-up staff of the *Evening Echo*.

The St. Croix Printing Co., St. Stephen, have installed some new equipment which was supplied to them by the Printers' Supplies Ltd., Halifax.

N. W. Mason, theatrical manager, recently purchased the New Glasgow Printery, formerly owned by John E. Garrett. The firm name, however, has been retained.

The Montreal *Star* sent a special staff correspondent with Hon. Mr. Ballantyne to cover the arrival of the Canadian navy and the launching of the *Canadian Explorer*.

"Barney" Levy, of the Halifax *Herald* staff, spent New Year's at his home in Lunenburg. It is rumored that "Barney" expects to pull out for the "Boston States" around the end of January.

Mr. George M. Rose, president of the Hunter-Rose Co., Toronto, was elected alderman for Ward 3 after a brisk contest. Ward 3 is a downtown district in Toronto, and Mr. Rose apparently has the confidence of the business community in no small degree.

A number of the employing printers of Halifax have granted the $1.00 increase as called for in the agreement signed last January. The Typo. Union is endeavoring to have this increase made general, throughout the city.

J. Havell, of the Printers' Supplies Ltd., Halifax, acted as appraisor in the interests of the Times Printing Co., Moncton, N. B., after that office had been damaged by fire recently. This office, is however, now working to capacity.

W. H. Dennis, general manager of the Halifax *Herald* and *Evening Mail*, was the recipient, at Christmas time, of two very handsome presents: a fine office chair from the mechanical staff, and a handsome clock from the office staff.

Both the Halifax *Herald* and the *Morning Chronicle* published special New Year editions, containing very interesting reviews of the past year. They were both very creditable editions and the articles in each spoke progress for the Maritimes.

Lieut. Jones, eldest son of J. C. Jones, president Printers' Supplies Ltd., Halifax, visited his father during the stay of the Canadian navy in this port. Lieut. Jones is an officer in command of one of the destroyers attached to the fleet.

John D. McDonald, formerly publisher of the Pictou *Advocate*, was in Halifax recently on the occasion of the launching of the *Canadian Explorer*. While in the city Mr. McDonald was the guest of J. F. Page, operating manager of the Halifax Shipyards Ltd., a former Pictouian.

The Canadian Railway Employees' Monthly, official journal of the Canadian Brotherhood of Railway Employees, which brotherhood has recently had its charter revoked by the Trades Congress of Canada, was first published in Halifax and printed by the Weeks Printing Co.

Robt. L. Gaul is now the business manager on the *Citizen*, Halifax labor paper, succeeding Edward E. Pride, who has returned to the mechanical end of the business and is employed with the Weeks Printing Co. Mr. Gaul has worked in many cities throughout the country including Ottawa, Toronto, Winnipeg and Regina, besides some smaller towns such as Oxford, N.S., Pembroke, Ont., Sudbury, Ont., Parry Sound, Ont., and Govan, Sask. The experience gained in this way should prove of great assistance to Mr. Gaul in his new position.

Considerable comment, and some indignation, was felt in certain circles in Halifax recently over the fact that Mayor Parker was obliged to pay the hotel bill of (Miss) Dr. Cosseley Batt. Miss Batt was hailed as representative of the London *Times*, and addressed both the Commercial Club and the Overseas Club. As neither of these Clubs had any knowledge of the arrangements under which the lady in question was engaged to address them, they were not concerned with her hotel bill. To save the good name of the city, however, the worthy Mayor met the expenses, but later got a refund of fifty per cent. from some Board of Trade sympathizers. The Mayor is satisfied that she was Dr. "Costly" Batt. The Commercial Club Bulletin, published in the interest of its members, communicated with the London *Times* as to the standing of Dr. Cosseley Batt, and received the following reply: "Miss Cosseley Batt is an occasional contributor to our Trade Supplement, but she has never been on our permanent staff, and we have communicated with her on this subject some few days ago."

Newfoundland

The Twillingate *Sun* has issued a very interesting souvenir of its home town.

Lindsay Crawford, editor of the *Canadian Statesman*, visited Newfoundland in November and lectured in St. John's.

Haywood Webber, formerly of the St. John's *Telegram* staff, has gone to Boston to take a position in an office of the Hub.

John Coffey, for a number of years reporter on the St. John's *Daily News*, has joined the reportorial staff of the St. John's *Daily Star*.

R. T. Joy, who was reporter on the St. John's *Evening Herald* the past eight years, has accepted a similar position with the *Advocate* of that city.

Two days before Christmas the staff of the St. John's *Daily Star* waited upon Editor Mosdell of that paper and presented him with a silver tea service.

A. L. Barrett, manager of the *Western Star*, of Curling, visited Sydney during December and renewed old acquaintances with many in the Cape Breton metropolis.

J. R. Smallwood, formerly of the reporting staff of the St. John's *Evening Telegram*, but lately engaged on a paper in New York, visited his old home-town during the Christmas season.

The latter part of December a deputation of the St. John's branch of the International Typographical Union called upon its president, Mr F. Quigley, and presented him with a very nice smoking set accompanied by an address.

The International Printing Pressmen and Assistants' Union, No. 294, had an invitation to send a delegate to the convention held at Pressman's Home, Tennessee, in October, but the invitation was received too late for a delegate to reach Tennessee in time for the convention.

The single men of the *Herald* staff when given notice of the proposed suspension of that paper intimated to the married men of the staff that they would forego any openings in other offices in St. John's in favor of the family men, which was a very commendable action on their part.

Fullerton L. Waldo, of the editorial staff of the *Public Ledger*, of Philadelphia, has written a book entitled "With Grenfell in the Labrador." Mr. Waldo visited Newfoundland and Labrador a year ago and spent some time with Dr. Grenfell at the various Grenfell missions, in the far north, and his new book is the result of that visit.

The St. John's, Nfld., *Evening Herald* suspended publication on December 31, 1920, after a career of thirty-two years, at first as the *Mercury*, and later as the *Herald*. The reason given for suspension is the high cost of material. Negotiations are now in course for its purchase, and it is possible that it may again renew publication in the near future under new ownership.

On New Year's eve, Mr. W. J. Long, superintendent of the press department of the St. John's *Advocate*, was waited upon by the management and employees of the *Advocate* and presented with an address and a smoker's outfit. The address was read by Alan Sutton, foreman of the job dept., and the presentation was made by Richard Hibbs, business manager, while Hon. Alex. Mews, the editor, presided.

Hon. Dr. Robinson, president Robinson Co., Ltd., publishers St. John's *Daily News*, is spending the winter in England, accompanied by Mrs. Robinson. It is some years since Dr. Robinson visited his old home, and he will doubtless notice many changes. He recently visited the battle fields of France and Flanders and witnessed the scenes of operation of the Royal Newfoundland Regiment in that section of Europe in the late war.

The St. John (Nfld.) *Evening Herald*, edited by Sir H. T. McGrath, suspends publication. In his valedictory Sir H. T. McGrath states that whether the plant will resume under new management or be voluntarily liquidated will depend on the result of negotiations now in progress. "Since its establishment thirty years ago, first as the *Mercury* and later as the *Herald*, this journal has played a prominent part in the life of the colony," says its managing editor.

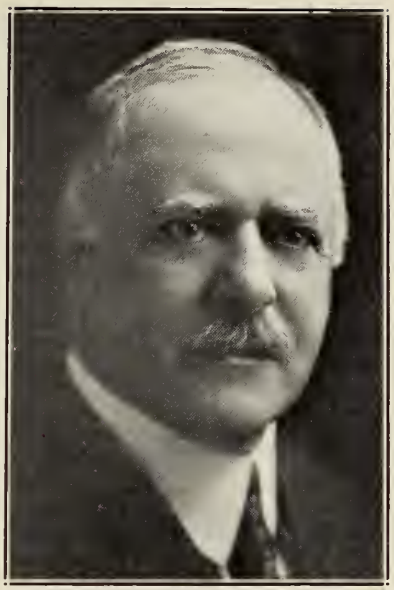
Quebec

Robert Lipsette, for many years on the Winnipeg *Telegram*, and at one time its business manager, has accepted a position on the editorial side of the Montreal *Star*.

The death occurred of Frank Paterson Currie at his residence the Drummond Apartments, Drummond street, Montreal, after an illness of 18 months from heart trouble. The late Mr. Currie was born in Lanarkshire, Scotland, in 1840. He came to Canada in 1862, and soon became a well-known figure in the manufacturing and commercial world. He was president of the Dominion Paper Company and of the W. & F. P. Currie Company, Limited.

Mr. John R. Watt died at his residence, 244 Breboeuf street, Montreal, of pleuro-pneumonia. Mr. Watt was at one time foreman of the job printing department of the Montreal *Herald* which position he held at the time of the fire which destroyed the plant of that newspaper. Later he joined the job department of the *Gazette*. In the war he served overseas until the close of hostilities with the Irish-Canadian Rangers. On his return to civil life he again entered the employ of the *Gazette*, serving on the composing room staff, which position he held at the time of his death.

Alfred Leithead, president of the Montreal *Herald* Publishing Company Limited, died suddenly at his residence 303 Querbes Ave., Outremont. Mr. Leithead had returned home from his office early in the afternoon not feeling well, but he did not retire until about one o'clock. While undressing he suddenly collapsed and died before a doctor could be summoned. He was fifty years of age, and is survived by a widow and two brothers, both of this city. Mr. Leithead had been president of the Montreal *Herald* for two years and previously had been manager of the Montreal *Standard*. In his younger days the deceased was an active participant in sports and was well known as a sprinter of some merit. He carried the winged wheel colors in many hard fought races for Canadian championships and was always a dangerous contender in the 100 and 220 yards events.



WALTER C. NICHOL

THE appointment of Walter C. Nichol, proprietor of the Vancouver *Province*, as lieutenant-governor of the province of British Columbia has been officially announced from the prime minister's office. Mr. Nichol succeeds the late Lieutenant-Governor E. C. Prior, who died about ten days ago. The new lieutenant-governor is a widely known Canadian newspaper man who has been associated during his career with the Hamilton *Herald*, and other western newspapers. He has been a resident of Vancouver for about 15 years.

Ontario

Geo. W. James, of Bowmanville *Statesman* and *News*, was a candidate for municipal honors in the recent election in his town.

Samuel Farmer, publisher of the Port Perry *Star*, is getting out a book on the activities of the Ontario County men in the late war.

Graydon M. Goodfellow, editor of the Whitby *Gazette and Chronicle*, has been elected to the town council of Whitby, getting third place in a field of nine candidates.

Harry Went, formerly with Blackalls, in Toronto, has gone to Merriton as superintendent of the Lincoln Paper Co's. printing plant. He was in Toronto a few days ago buying equipment.

Wm. Denning, for many years foreman of the Toronto *Globe*, has accepted a position as foreman of the Vancouver *Sun*, and will leave for the Coast about the end of January.

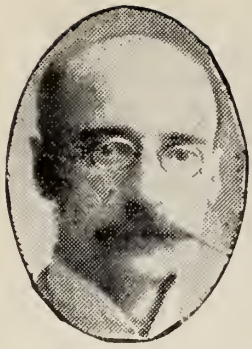
"Tim" Little has accepted a position as editor of the Belleville *Ontario*. Previous to the war he was city editor of the Toronto *News*, going to the front with the artillery. Since returning he has been connected with the contracting business near Port Hope.

The Thamesville *Herald*, as a Christmas issue, came out with 36 pages, carrying about one hundred columns of advertising matter. The town has some 800 population, which seems to indicate that Ross McGuire is working the territory there for about all it is worth.

Peter O'Donovan, known in journalism as "P.O.D.," who went to London, Eng., last September to join the staff of Lord Beaverbrook's paper, the *Daily Express*, has severed his connection with that journal in order to accept a position in the publicity department of the Anglo-Persian Oil Co. in London.

Fred Cowle, for the past ten years in charge of the job department of the MacLean Publishing Co., Toronto, has accepted a position as superintendent of the Fullerton Publishing Co., Jarvis St., Toronto. This firm is starting to do its own mechanical work, the advertising section being put in first. Press room equipment will probably be added later.

Francis Byrne, aged 83, died at his son's home, 50 Maitland street, Toronto, Born in Ireland, he went to New York as a young boy with his father, the late Rev. Claudius Byrne, moving to Toronto 60 years ago. For 45 years the deceased had been financial manager of the Methodist Book Room, Toronto, and in this capacity was well known throughout the city by ministers and laymen. He retired five years ago from this position.



F. D. REVILLE

MR. F. D. REVILLE, Brant county's historian, has romped in an easy winner for aldermanic honors in Ward One., Brantford Mr. Reville, as editor of the now defunct Brantford *Courier*, for many years was a student of municipal politics, sitting at the scribe's table, and it will be familiar work for him to sit at the council table and play a most responsible part in the making of civic history. Mr. Reville has participated in many public movements in Brantford.

It is announced that the job printing department of the Hamilton *Spectator* will be closed down. W. J. Southam stated that no other firm was taking over the business and that no arrangements were being made to place the men who would thus be thrown out of employment. Need of space was given as the reason for this action. Mr. Southam stated only about six men would be affected.

Mr. E. Mundy, president of the Reformer Printing and Publishing Co., Ltd., Oshawa, and for many years editor of the *Reformer*, is at present confined to his home through illness. Mr. Mundy is in his eighty-fifth year and until recently he has been able to be at the office nearly every day, and has taken a keen interest in the news of the day. He and Mrs. Mundy celebrated the sixty-first anniversary of their wedding on January 4th.

In the course of a speech before members of the I. L. P. at Brantford, ex-Mayor McBride announced that he had purchased a press and obtained a supply of paper, and work on a new Labor weekly here would commence immediately. He made a call for subscriptions, and announced the formation of a committee to organize the business affairs of the venture. The project follows the defeat of numerous Labor men in the municipal elections last Monday.

Charles Roddy, who many times had the contract for printing the Toronto voters' lists, tax bills and other civic needs, died at his home, 6 Maple avenue, Rosedale. Few men had a more valuable knowledge and experience in handling the city printing. When the contract was awarded to him his name would appear as "the city printer." Mr. Roddy had been active in business until a year ago. The illness which resulted in his death began in November. He was active in the York Pioneer and Historical Society.

Following an illness of over two years, Mr. William Thompson died at his home, 87 Delaware avenue, Toronto. Mr. Thompson was president of the firm of Thompson & Sons, Ltd., lithographers, on Pembroke street, and was one of the oldest and best known lithographers in Canada. He was born in Montreal 62 years ago, came to Toronto at a very early age, and lived in this city ever since. He was a member of St. Anne's Anglican Church, and also belonged to the Wilson Masonic Lodge. Mr. Thompson is survived by his widow, four sons and three daughters: Robert W., Sidney W., H. Walter, Arthur, Miss Alice M., Miss Edna and Mrs. Arthur Coulson.

Under the auspices of the Toronto Builders' Exchange and Construction Industries, a new publication, *The Contractor*, has made its appearance. The page is 10″x6¾″, and the first issue ran up to 74 pages with a liberal and diversified advertising patronage. The announcement of the new publication carries the following names:— President, C. Blake Jackson, Jackson Lewis Co., Limited, Toronto; 1st Vice-President, J. M. Scott, Scott Bros., Toronto; 2nd Vice-President, W. H. Painter, T. Painter & Son, Toronto; Managing Editor, L. C. Reynolds, Business Manager, the Toronto Builders' Exchange and Construction Industries; Associate Editor, P. L. Fraser, General Manager, The Shale Brick Co., Limited.

Norman Phelps, who published the North Bay *Times* for thirty years and six months, sold in September to Messrs. T. Ruebottom and H. G. Wilson, who come from Sudbury. The business had grown extensively under the management of Mr. Phelps, and the new firm have been worked to their capacity since taking the business over. The *Times* has been favored with a patronage that would be a credit to many city offices. Mr. Phelps for a short time conducted the Cardwell *Courier*, at Tottenham in 1880, then soon after started the Dutton *Enterprise*, which he was with seven years before going to North Bay. Owing to physical condition he now finds it necessary to retire after having spent about forty years at the business.

Max Tanzer, 142 St. Patrick street, Toronto, explained that he felt "a little weak," following a transfusion of blood, made for his brother Louis who was in a critical condition at the General Hospital, suffering from internal hemorrhage. Louis was taken ill at a dance on New Year's Eve. On Monday he was admitted to the hospital. Owing to loss of blood his condition became so serious on Thursday as to necessitate an immediate transfusion. Following this, he showed improvement, but he is still quite weak. For five years Max Tanzer has been a linotypist in the *Globe* office. Next March he completes his apprenticeship, which was commenced at the age of 15. Speaking at the above address, where he lives with his parents and brother, he evidenced impatience at the prospect of the "slight shakiness" from loss of blood preventing him returning to work before Monday.

Tara *Leader*:—Mr. T. C. Dean, editor and proprietor of the Meaford *Monitor*, the oldest paper in Meaford, passed away at his home. The late Mr. Dean had been in possession of the *Monitor* newspaper for some 20 years. Of a rather eccentric disposition and character, the late Mr. Dean was an exceptionally clever man and was well versed in almost every subject, politically or otherwise. Although his views were not approved of by some people, they were expressed in such a manner as to be very convincing. Mr. Dean took an active part in every subject in which the town was interested and was not afraid to fully voice his views, either on the platform or through the columns of his newspaper. The deceased was born in London, England, in the year 1852, and came to Canada when a boy of six years. He worked for some time at blacksmithing with Mr. A. Burritt. When a young man of twenty he went to New York where he was a reporter on the New York *Herald*, afterwards going to Drayton where he published a paper for a number of years. About 18 years ago he returned to Meaford and purchased the *Monitor* office, which he had conducted ever since. He was a Liberal in politics and conscientiously defended his party against all opposition. During the last month or more Mr. Dean had been publishing a story in his paper under the heading "Early History of Meaford" and many old pioneers, besides learning with regret of his death will also be disappointed by not being able to read the completion of his article. Besides his widow, he is survived by two sisters, who reside in Toronto.

Manitoba

The Wetaskiwin *Free Press* has been incorporated at $10,000 for newspaper publishing and job printing.

The Winnipeg *Free Press* has turned out a most creditable music supplement, original in design and covering the musical activities of the city in a way that is quite apart from the suggestion of advertising patronage. The latter is quite liberal, though, and shows that it is quite possible to make such an issue highly artistic as well as profitable.

It was learned that in consequence of the decision of the management of the *Western Labor News*, of Winnipeg, the official organ of the Trades and Labor Council, to restrict its support to international candidates in the civic election campaign, David Bogle, the editor, has resigned. Last week there had been a strong editorial in the paper urging the claims of S. J. Farmer, Labor mayoral candidate for Winnipeg. The decision of the management is the result of the fight that has been made against W. H. Hoop, international organizer and candidate in Ward 2. "It was felt," said one of those interested in the matter, "that the line would have to be drawn somewhere. The *Western Labor News* is the organ of the internationals and its support can only be given to those with international affiliations."

Saskatchewan

Thomas Wayling, who for the past two years has been on the staff of the Prince Albert *Herald*, leaves in December to become private secretary to Hon. T. A. Crerar, leader of new National Progressive political party. Previous to his coming to Prince Albert, Mr. Wayling was in newspaper work at Winnipeg.

Estevan *Mercury*:—After a trance lasting since August, 1915, the Manor *Advocate* has come to life again. Its publisher went to the war and Manor went on the rocks, and there appeared no prospect that a paper would ever be needed there again. But better times now smile on the Cannington district and the *Advocate* wakes to bid prosperity welcome.

Our Address: *130 W. Wellington St.*

PRE-WAR PRICES
ON
REBUILT MACHINERY

No. 460—39x55 New Series Cottrell Two-Revolution Press, four rollers, four distributors, interchangeable, sheet and fly delivery, first-class press.
No. 376—Six-column Quarto Two-Revolution Campbell, table distribution, front fly delivery, four form rollers, four distributors.
No. 486—18x22 Caxton Platen Press.
No. 432—13x19 Colts Press.
No. 396—¾" New Jersey Stitcher.
No. 424—No. 7 Wire Stitcher.
No. 442—24" Rosback Perforator.
No. 461—32" Cloth Ruling Machine.
No. 463—10x15 Westman & Baker Gordon.
No. 464—10x15 Westman & Baker Gordon
No. 465—10x15 Westman & Baker Gordon.
No. 487—10x15 Colts Armory.
No. 467—10x15 Challenge Gordon.
No. 478—No. 11 Pearl, 7x11, treadle and power fixtures, used six months.
No. 443—30" Oswego Lever Cutter.
No. 488—26" Golding Lever Cutter, used three months.
No. 434—19" Westman & Baker Lever Cutter.
No. 456—No. 7 Brehmer Wire Stitcher.
No. 235—10" Bradley Card Cutter.
No. 447—No. 1 Golding Padding Press.
No. 407—500 lb. Metal Pot with gas burner.

STEPHENSON, BLAKE & CO.
C. H. CREIGHTON
Manager
130 Wellington Street West, TORONTO

The Albion
SILKY COTTON CORDS

The Cords of a hundred uses for the Artistic and Progressive Stationer and Printer.

A wide range of sizes and colours always in stock.

Send your enquiries direct or through indent agent to

THE ALBION SEWING COTTON CO., LTD.
Fawley Mills, Tottenham Hale, LONDON, N. 17

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

W. L. REEVES

Brantford *Expositor*:— There were no avowed Labor candidates elected in Brantford yesterday with the exception of Mr. W. D. Reeves, machinist-operator in the *Expositor* office, who was returned as an alderman for Ward Two, thanks largely to the big majority which was rolled up for him on Terrace Hill. Mr. Reeves has been president of the local Typographical Union, is not an extremist, but a level-headed, square-dealing man who does his own thinking, and takes a deep interest in civic government. Mr. Reeves was a Toronto operator before going to Brantford.

The amalgamation of the Moose Jaw *Daily News* with the *Evening Times* has necessitated a number of changes in the reportorial staff of the *Evening Times*. The staff of the *Evening Times* has been increased by the addition of Frank Wright, formerly editor of the *Daily News*. Mr. Wright, in addition to writing "From a Conservative Point of View," will be night editor of local news. Richard F. Gibson, who has been sports editor of the *Evening Times* for the past three years, will continue in charge of the sporting page and Mr. Gibson will also assist Mr. Wright with the local news which breaks during the night. S. R. Polley, formerly editor of the Morse and Herbert weekly papers, is also a member of the *Evening Times* night staff, covering general local news. The day staff of the *Times* will consist of Rupert Johnson, formerly police court reporter, who takes charge of the telegraph desk, and Raymond Frey, who now takes charge of the court reporting. Ernie Pascoe, who has been connected with *Daily News* for the past two months, joins the *Evening Times* staff on the day side as a local news reporter. Mrs. E. L. Storer, formerly of the Regina *Post* ladies' page, who has been in charge of the *Evening Times* Page for Women, will continue in that capacity. Mrs. Storer has been associated with newspaper work all her life. Fred J. Workman, who has been connected with *Evening Times* reportorial staff for the past nine years, continues in the capacity of news editor.

British Columbia

John Cairns, who recently was appointed managing editor of the Vancouver *Sun*, has resigned and will return to the *Province*. Frank Phillips has also resigned from the staff of the *Sun* and is leaving for Winnipeg in January to join the staff of the *Manitoba Free Press*. Henry Torey, late of the reporting staff of the *Sun*, has been appointed managing editor of that paper.

Professional Courtesy Lacking

561 Brock Avenue,
Toronto, Jan. 10th, 1921.

Editor, *Printer and Publisher*:—

Sir: I am well aware that the publishers of weekly newspapers do not receive many leading and influential journals that are published in the interests of various trades.

These monthly, semi-monthly or weekly newspapers, dealing with the activities of certain commercial or industrial undertakings, often contain news and information that is of the most vital character to various communities or certain particular localities. Frequently there appears an illustrated reference to some representative institution or resident in a local centre, which would be a most acceptable contribution to the columns of the local weekly.

As an editor of a trade newspaper, I have sent marked copies at different times to the editors of weekly journals in a certain section where a bright, entertaining reference was made to some man or enterprise in their midst. The marked articles have generally been reprinted *in toto*, although I did not learn of this until several months after.

What I wish to draw your attention to, sir, is the absence of what might be called "professional courtesy" on the part of a number of publishers of weeklies, who neither acknowledge receipt of the marked copy of the trade paper nor take the trouble to send the editor of the latter a marked copy of their own paper, after they have used the matter which forethought and consideration has placed at their disposal. This may be a small matter but, no doubt, many persons, who are not subscribers to weekly papers or who do not receive them regularly in exchange, frequently contribute interesting items to their columns and yet are left to paddle their own canoe so far as finding out whether these paragraphs have ever been received at the office or found their way in print.

A little more appreciation on the part of the thoughtless ones would, perhaps, result in the suggestions here presented being followed by rural publishers, and letters of acknowledgment by marked papers being sent to those who help to make their mediums instructive and interesting.

Sincerely yours,
CO-OPERATION.

London Has Subscribers' Service

The London *Free Press* and the London *Advertiser* have established the London Newspapers Subscribers' Service, on much the same lines as carried out by the papers at Ottawa. A London publisher, speaking of the plan, said:—

"The plan permits of one office staff doing the work that used to require two such staffs, eliminates a lot of unnecessary duplication in car and truck delivery, one garage instead of two, one office, one man in charge instead of two offices, two men in charge in some surrounding points where we have heavy circulation.

"We have not got far enough along with the plan to do much talking about it; so far we are delighted. The real test will come in promotional work and we are confident the system will make good. There will be changes made from time to time affecting delivery by the boys. We haven't completed the plans for this scheme but will undoubtedly work toward the point where the boy is properly established as a little merchant on his own hook, at all times under the control and supervision of either the newspaper or the Subscribers' Service."

Cannot Carry Liquor Ads.

A fine of $200 was imposed by Magistrate Jones in the Toronto Police Court on Mrs. Louisa Rogers, proprietress of the weekly, *Jaek Canuek*, on a charge of publishing advertisements which tended to solicit orders for liquor in the Province of Ontario. The advertisements in question were worded in general terms, but the magistrate ruled that they were contrary to the law.

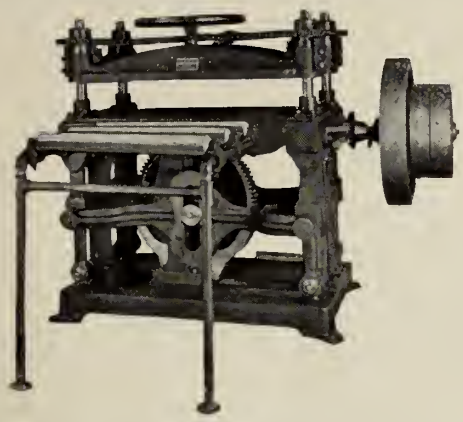
The Miller Saw-Trimmer Co. of Pittsburgh, Pa., has just issued a splendid catalogue. The frontispiece shows the main building and factory at Pittsburgh, and grouped around this picture are photographs of their seven branch offices, in Chicago, San Francisco, Boston, Atlanta, Philadelphia, New York and Dallas. Following the title page is an effective grouped picture of the factory. Then follows the rest of the catalogue well illustrated, showing in a splendid way the Miller Saw-Trimmer and its scope of operation. The heavy cover stock has an imitation leather effect on the outside and is printed in two colors, the seal of the company being pasted on and having the appearance of a circular saw. The interior is printed on 100 pound coated book in two colors. Altogether this is a very splendid example of the printer's art. Every printer interested in saw trimmers and equipment should secure copy of this catalogue.

LAST MINUTE CLASSIFIED ADS.

STEREOTYPE CASTING BOX WANTED. GIVE SIZE, PRICE, ETC. For plates only. Semi-Weekly Post, Thorold.

WANTED—USED CABINETS OF FURNITURE AND REGLETS. Also numbering machine (hand), small hand lever cutting machine, and small wire stitcher. Apply Box 10121, Printer and Publisher, Toronto.

WANTED—POSITION OF SUPERINTENDENT OR ASSISTANT superintendent or manager of job printing plant. Practical in every line. Wide experience and thorough knowledge of business. Estimating and meeting customers, paper expert. Best of references. Apply to E. J. Armstrong, 136 First Avenue, Ottawa.



Envelope Die Press

CAPACITY 26" x 35"
TABLE TRAVEL 4½"

Several Presses now Operating. Send for Names of Users.

Prices and Full Description Promptly Furnished. Write

ROYAL MACHINE WORKS
738 St. Paul St. West
MONTREAL, QUE.
"BUILT IN CANADA"

STANLEY PROCESS
TYPE METALS

For every printing need

Less dross per melt

BRITISH SMELTING & REFINING CO. LIMITED
DRUMMOND BUILDING MONTREAL

Buntin Gillies & Co. Limited

"BETTER VALUES"
IN
CARD BOARDS

No. 1 BEE GEE BLANKS

	Per 100 Sheets
4 ply	$ 6.85
5 ply	7.45
6 ply	8.40
8 ply	9.55

COLONIAL BLANKS
Coated White One Side

3 ply	$ 6.35
4 ply	7.05
5 ply	7.70
6 ply	8.85
8 ply	10.00

Coated White Two Sides

4 ply	$ 8.60
6 ply	10.50
8 ply	11.95

TRANSLUCENT BRISTOL

3 ply white	$ 7.65
4 ply white	8.80
4 ply colored	10.55

RAILROAD BOARD

4 ply	$ 8.70
6 ply	10.05
8 ply	11.25

Red 10% Additional.

Cardinal 50% Additional.

Less 10% in 1,000 sheet lots of one grade.

Use STIC-TITE, the unexcelled Powder Paste

WHOLESALE
Stationers and Paper Dealers
HAMILTON

A SHEET of SULTAN tells its own story. The effective beauty of its appearance is at once apparent. A simple test reveals its strength. The most experienced user of cover papers will admit that it qualifies on every count.

Sultan Covers

are available wherever good printing is done and satisfy wherever good printing is bought.

SULTAN covers are made in nine Oriental shades and in two weights: 20 x 26—65 lbs., and 20 x 26—90 lbs. A lighter weight, suitable for fly leaves and box covers, may be had in six shades. It is 20 x 26—30 lbs.

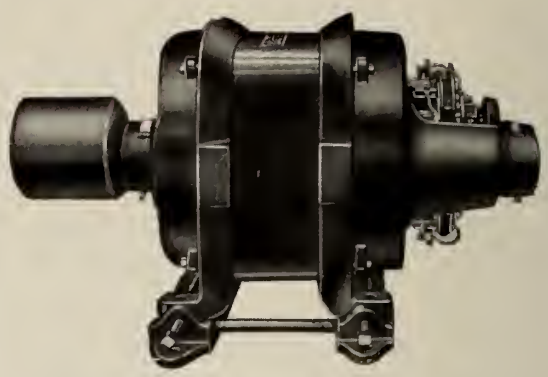
Have You a SULTAN Sample Book?

Niagara Paper Mills

Lockport, N.Y.

We Can Now Make Immediate Delivery on Many Standard Sizes of

KIMBLE PRINTING PRESS MOTORS



It has taken us a long time to catch up with the demand; but enlargements in our equipment made during the war period will enable us from now on, we hope, to render the same prompt service which won us so many friends.

As you know, the KIMBLE line includes:

Single phase variable speed alternating current motors for JOB Presses.

Single phase variable speed alternating current motors for CYLINDER Presses.

Alternating current motors for Folders, Stitchers, Cutters, Monotypes and other printing plant machinery.

Fifteen years' experience in meeting Print Shop requirements have made us *headquarters* for alternating current motors for every use.

For Sale—by all type founders and dealers in printers' supplies.

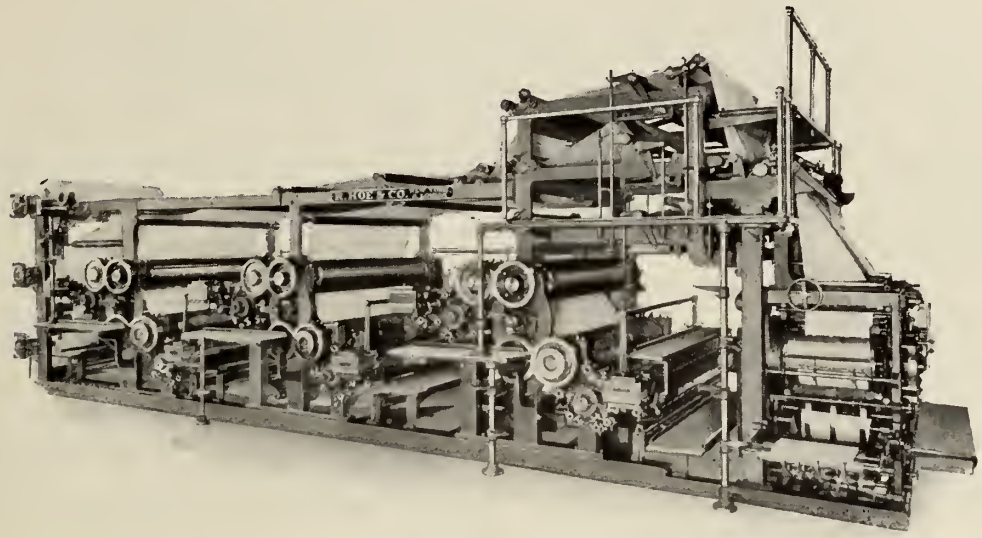
Send for our Bulletins.

KIMBLE MOTORS

KIMBLE ELECTRIC CO.

N. Western Ave.,
CHICAGO, ILLINOIS.

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.
MASCO COMPANY, LTD., 87 Queen St. East, Toronto, Canada, for all points east of Port Arthur and Fort William.



HOE SUPERSPEED SEXTUPLE PRESS WITH PATENTED INK PUMPS

Actual Running Speed Capacity

80,000 papers per hour of 4 to 12 pages. 40,000 papers per hour of 14 to 24 pages.
20,000 papers per hour of 28 to 40 pages.

A Decuple or 5-unit Press of this type was recently installed for the Toronto Telegram and another similar Decuple is now in process of installation in their new plant. A Double-Sextuple or 6-unit Press of the Unit-type is shortly to be installed for the Hamilton Spectator, and Unit-type Quadruples are in process of construction for L'Evenement, Quebec, and the Halifax Herald.

Economy Through Efficiency

With the increased cost of print paper has come a greater realization of the savings which can be effected through pressroom efficiency.

That press which will produce the *greatest net output* in the shortest time from the smallest quantity of white paper and with the minimum breakages of webs is undoubtedly the most efficient and, therefore, the most economical.

To accomplish this result a press must be well designed, well constructed and smooth running.

Hoe Presses are scientifically yet practically designed by Master Engineers, backed by a Century of actual experience. They are carefully and unsparingly constructed by the most skilled mechanics, from the best materials obtainable, and their simplicity ensures ease and smoothness of operation.

Hoe Presses Are the Most Efficient and Therefore The Most Economical

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R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 Water Street
BOSTON, MASS.

109-112 Borough Road
LONDON, S.E. 1, ENG.

827 Tribune Building
CHICAGO, ILL.

FRED W. HALLS PAPER Co. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

THE NEW YEAR—OUR GOOD WISH GOES OUT TO YOU AND YOURS FOR HEALTH, SUCCESS AND HAPPINESS. MAY THE CONFIDENCE WE HAVE ENJOYED IN THE PAST CONTINUE DURING MANY COMING YEARS.

FRED W. HALLS PAPER CO. LIMITED
257-261 ADELAIDE STREET W.
TORONTO

Did You Get Our New Price List?

The Reliance Engraving Co.
Makers of
Perfect Printing Plates

Cor. Edward St. & Centre Avenue Toronto

RELIANCE ENGRAVING TORONTO

Telephone Adelaide, 4094 Canada.

BLOTTER ADVERTISING

WE are entering upon a period that is going to call for all kinds of Advertising and one of the *best* and *most inexpensive* means of keeping your name prominently before those you are most desirous of interesting—is the distribution of Printed Blotters.

Ordinary advertising matter usually finds its way to the waste paper basket, but the blotter, on account of its usefulness, is retained for use.

IVORY ENAMELLED BLOTTING

is one of the Blotting Papers "de luxe" for advertising.

¶ Your letters, invoices, statements, etc., can carry an advertising Blotter at no extra expense for postage.

Suppose you distribute a few thousand Blotters and watch results—You will be agreeably surprised.

We carry large stocks in a pleasing variety of colors.

Samples and quotations furnished on request.

WILSON-MUNROE COMPANY, LIMITED
TORONTO, ONT.

Before Placing an Order for Your Next Folder
See Us About the

BROWN FOLDING MACHINE

There is no other folder that will give you the same all-round satisfaction—it is the most popular machine among Canadian printers and is used for all manner of folding work.

Tell us the class of work you do and we will let you know the type of "Brown" best suited for the purpose.

H. J. LOGAN

Bookbinders' and Printers' Supplies

TORONTO

SOLE AGENT
LATHAM MACHINERY CO., CHICAGO

SOLE AGENT
BROWN FOLDING MACHINE CO., ERIE, PA.

The Monitor Power Punching Machine

Locks instantly all blocks in the machine by single movement of hand lever; drives straight up and down, cutting a clean hole and saving wear on punch and die. Ideal for plants with continuous runs of work.

MONITOR
Quality, Speed, Service

"MONITOR-izing" Always Means Greater Shop Efficiency

Each Monitor Machine made has been developed to meet some specific needs of Printers and Bookbinders. It represents the cumulative manufacturing experience of more than a quarter of a century. *That's why you are taking no chances when you install MONITORS.*

Quality and Service Are In-Built

The makers of Monitors know just the sort of demands that will be made on the machines they sell you. They know just where the excessive strain will come. They know just the range of work the machine must do if it is to be a profitable investment. *That's why you always find Quality and Service Inbuilt in every MONITOR.*

Monitors Include—Stitchers, Perforators, Tab and Indexing Machines, Punching Machines, Round Corner Cutters, Paging and Numbering Machines, Creasing and Scoring Machines. Bench Lever Embossers, Standing Presses, Board Shears and other Special Shop Equipment.

WRITE FOR CATALOG No. 31 TODAY

LATHAM MACHINERY COMPANY
"Latham Machines Last Longest"
BOSTON 1153 FULTON STREET, CHICAGO, ILL. NEW YORK

FOREIGN REPRESENTATIVES:
Wm. Dawson & Sons, Ltd., Otley, Eng. Fonderie Caslon, Paris, France.
John Dickinson, Cape Town, S.A. Lettergieterij, Amsterdam, Holland.
H. J. Logan, Toronto, Canada. Geo. M. Stewart, Montreal, Canada.

DO IT TO-DAY!

Facts About Our Service!

—*no collections, no charge*
—*charges reasonable*
—*largest publishers among our clients*
—*service from coast to coast*
—*good-will of delinquent maintained*
—*subscriptions renewed*
—*no preliminaries necessary*
—*just send in your list with data*
—*RESULTS ARE CERTAIN*

TO-DAY is the to-morrow of yesterday—the day on which you said you would accomplish so much. Have you done it?

How many times last year were you going to send your list of delinquent subscribers to us for collection — *but put it off until next day?*

This is the month of good resolutions. Resolve to send in your lists TO-DAY! At the end of the year your subscription accounts will be in more satisfactory condition than they have ever been before. Remember: Do it TO-DAY!

Publishers' Protective Association
Goodyear Building, Toronto
Phone: Adelaide 2067

1921 1921

Established 1846

Loose Leaf Binders and Sheets

Last year was Dawson Year for Blank Books
This Year

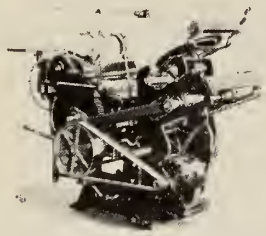
we are making a Drive on Loose Leaf Binders and Sheets in addition to the Blank Books and want your co-operation. Our Binders represent the last word in high-class workmanship, and our sheets (carried in all Stock Rulings and Printings) are highest grade in every respect.

Loose Leaf Catalogue and Price List on Request

W. V. Dawson, Limited
MONTREAL

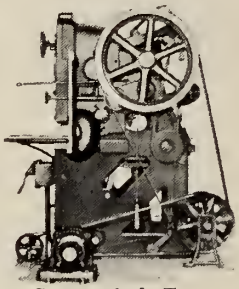
HORTON VARIABLE SPEED DRIVES

SEE THEM IN ANY UP-TO-DATE PRESSROOM



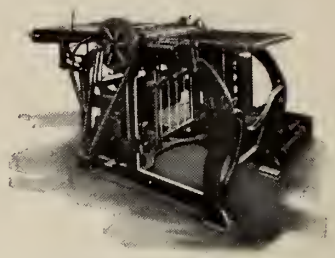
Model R — Standard equipment on C. & P. Presses with Miller Automatic Feeders.

PROMPT DELIVERIES ON STANDARD MODELS



Countershaft Type

OTHER MODELS ADAPTABLE TO A WIDE VARIETY OF MACHINES



Model C—Standard equipment on Cleveland Folding Machines.

WRITE FOR CATALOGUE AND PARTICULARS.

HORTON MANUFACTURING COMPANY

3008-3016 UNIVERSITY AVE. S.E. *Cable Address:* "HORTOKUM" MINNEAPOLIS, MINN., U.S.A.

GOSS

The Name that Stands for SPEED— DEPENDABILITY— SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

Just Order

"LUSTRE" BLACK

and you will get

"The Best Ink made to-day for Half-Tone Printing"

and

"The BLACK that is ALWAYS THE SAME"

These are two remarks made by some of our most Progressive Printers.

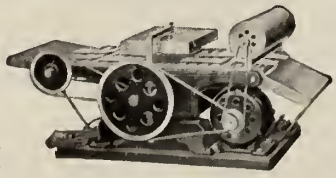
Shackell, Edwards & Co.
LIMITED
127 Peter Street Toronto, Canada

MADE IN CANADA

PRINTING AND EMBOSSING WHILE YOU WAIT

The Do-More Automatic Process Embosser

with IMPROVED MACHINES that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

The Typo-Embosser is our Improved Process Embossing Machine. With double heater will take any size of stock up to 12 inches wide. *Write for our booklet No. 9 to-day.*

The Automatic Card Printing Machine

Territory open for live agencies.

Automatic Printing Devices Co.
Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

Write for exclusive agencies.

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample Sheet of our Tympan Paper.

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.
OR
The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

The Cromwell Paper Co.

Department P.P. **Jasper Place, Chicago, U.S.A.**

A New Supply House for Canadian Printers

MACHINES
Lee Two-Revolution Presses
Stonemetz Two-Revolution Presses in two sizes
Diamond Cylinder Presses
Improved Westman & Baker Gordon Presses
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Rosback Punching Machines
Rosback Perforating Machines
Advance Lever Cutters
Diamond Lever Cutters
Diamond Power Cutters
W. & B. Paper Cutters
Hoerner Combination Shute-Board and Type-High Machines
Counting Machines
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Mercantile Addressing Machines
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Proof Presses
Embossing Machines
Saw Trimmers

EQUIPMENT
Cases and Case Racks
Cabinets and Furniture
Wood Goods and Wood Type
Type and Material
Composing Room Supplies

THE "KAZOO"
JOB PRINTING PRESS MOTOR
Variable Speed—Single Phase

Economical to Operate — Saving in Current
High Efficiency — Low First Cost

COMPARE the "KAZOO" size for size with any other motor professing to do what it does, and you will note that you may make a substantial saving in initial investment by buying the "KAZOO." And you cannot buy anything BETTER, no matter what you pay. In addition to this saving at the start, our guarantee is liberal and our service is substantial. Let us co-operate with you in solving your power problem.

NEW, REBUILT AND SPECIAL MACHINERY

Send for lists. How can we serve you?

UTILITIES
McGreal Sectional Chases
Steel Chases
Ink Spades
Challenge Iron Furniture
Mammoth Iron Furniture
Metal Furniture
Plate Mounting Equipment
Patent Blocks and Hooks
Iron Electrotype Blocks
Iron Stereotype Blocks
Post Card Blocks
Newspaper Bases
Stereotype Bases
Quoins and Keys
Roller Supporters
Type-High Gauges
Trucks

GALLEYS
Galley Storage Systems
Beaded Brass Galleys
Pressed Steel Galleys
Rigid Rim Galleys
Mailing Galleys
Galley Locks
Galley Cabinets

ESTABLISHED 1875

WALTER T. JOHNSON
President

165 Adelaide Street West

WESTMAN & BAKER LIMITED
ENGINEERS - MANUFACTURERS - DISTRIBUTORS
Printing Presses
Machinery, Labor-Saving Devices and Utilities
Wood—PRINTERS FURNITURE—*Steel*
Complete Composing Room Equipment
Type, Material, Inks and Supplies

PHONE ADELAIDE 7429

CABLE "WESTBAK," TORONTO

TORONTO, CANADA

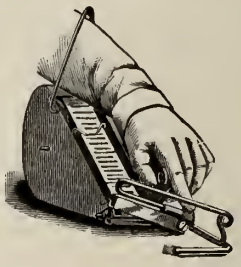
Quality Service

TINNED STITCHING WIRE

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made Product.

Sold by Leading Jobbers.

THE
STEEL COMPANY OF CANADA
HAMILTON LIMITED MONTREAL



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

The Don Valley Paper Co. Limited
TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green. Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

ECONOMY PRODUCTION PROFITS
MILLER SAW-TRIMMER COMPANY
MILLER Automatic Feeders
8x12 - 10x15 - 12x18
TWO MILLER-FED PRESSES and One Operator, Yield the Same Output as FOUR Hand-fed Presses and FOUR Hand Feeders. Write Today for the Full Story
EFFICIENCY
HIGH COST
LIMITED OUTPUT
SMALL PROFITS
Miller Saw-Trimmer Company
PITTSBURGH, PA. U.S.A.
Branches:-Atlanta-Boston-Chicago-Dallas-New York-Philadelphia-San Francisco

TORONTO TYPE FOUNDRY CO., TORONTO
Canadian Selling Agents, Outside British Columbia

The Strongest Iron Furniture Made

Challenge LABOR-SAVING Printers' Iron Furniture

Made from highest grade fine-grained castings, micro-ground to point system accuracy. It is light, rigid and positively accurate. The size in picas (12-points) is in raised figures on both sides of each piece. Holes in each piece allow for drainage. Note particularly the cross-braces cast in each piece, which gives extra strength and finger-hold when in form.

The Challenge Machinery Co.

Grand Haven, Mich.

CHICAGO, 124 South Wells Street NEW YORK, 71 West 23rd Street

Manufacturers of the Lee Two-Revolution Printing Press, Stonemetz Two-Revolution Presses, Diamond Power Paper Cutters, Advance Lever Paper Cutters, and many other tools and requirements for printers. Send for VEST POCKET CATALOG showing full line of "Challenge Creations" for printers.

Consider —

WHEN BUYING

—that the imports of our country are much larger than the exports—then you, Mr. Printer, will buy at home, and help make our dollar worth One Hundred cents

MAKERS OF

"Quality" INKS

For Printing and Lithographing

No COLOR too difficult for us to match
No INK too difficult for us to make
No ORDER too small or too large for us to fill

Sinclair, Valentine & Hoops

LIMITED

229-233 Richmond Street West

MONTREAL TORONTO WINNIPEG

A. WHYTE PAPER CO.

We carry a full range of

Papers and Boards
for
Printers and Lithographers

Orders Shipped Promptly.

55 BAY STREET
TORONTO

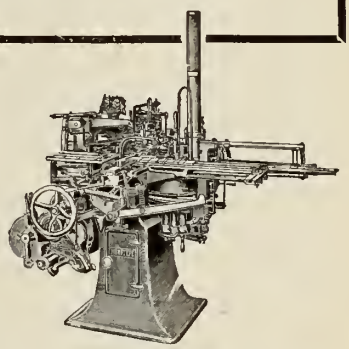
Typesetting Service!

Linotype and Monotype composition for the trade handled with accuracy and speed.

Try our service and learn why we have grown, in less than three years, into the largest trade type-setting concern in Canada. Type delivered in page or galley form. No work too intricate. English translated into French.

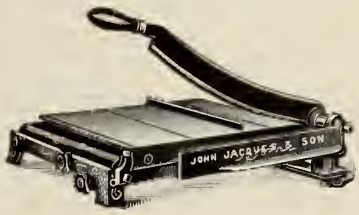
Mono-Lino Typesetting Co.
Limited
160 Richmond St. W., Toronto

No Connection With Any Printing House



GOOD TOOLS

Better Work
More Production

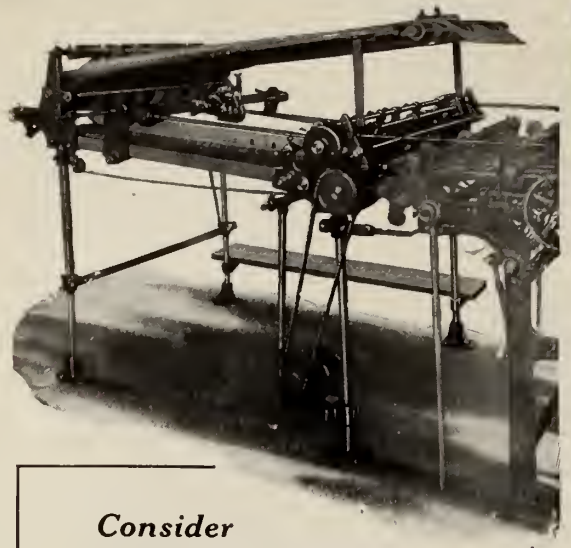


WHAT WE SELL

"Morrison" Perfection Wire Stitchers, capacity one sheet to 1½ capacity.
"Seybold" Paper Cutters.
"Seybold" Die Pressers.
"Seybold" Standing and Embossing Machines.
"Advance" Paper Cutters.
"Hickok" Ruling Machines.
"Hickok" Ruling Machine Feeders.
"White" Paging Machines.
"McAdams" Paging Machines.
"Burton" Rotary Cutters.
"Fortuna" Paring Machines.
"Dexter" Folding Machines and Press Feeders.
"Jacques" Shears.
Hamilton Manufacturing Co. Sewing Benches, Finishing Presses, and other Bookbinders' Supplies.

NOTE:
Keep this for reference or write to-day for detailed information.

The J. L. MORRISON CO.
445-447 King Street West
TORONTO



Consider these Features:

10% to 25% Faster than Hand Feeding

No Time Lost in Loading

Reduces Spoilage

McCAIN

Automatic Feeder

IF you are interested in cutting production costs investigate this machine.

The McCain Automatic Feeder eliminates excessive time in make-ready, increases production to maximum and reduces spoilage to a minimum. The paper is laid on top loading board while feeder is in operation and advanced automatically—no time lost in loading. Feeds from 80 to 120 sheets per minute (depending on size and weight of paper). Combined with continuous loading the increase in production is from 10 per cent. to 25 per cent. above hand feeding.

The McCain attached to Dexter, Brown, Anderson, Hall, Cleveland or any other high speed folder gives the printer maximum production.

McCAIN BROS. MFG. CO.

29 South Clinton Street, CHICAGO, ILL.

Sold in Canada by
GEO. M. STEWART - MONTREAL
H. J. LOGAN - - TORONTO
THE J. L. MORRISON CO., TORONTO

MANN

Offset MANN Press

MANN

WHAT IS YOUR SPECIALTY?

IS IT COLOUR WORK? Install a MANN OFFSET, which, owing to its special design, has established itself as the only Rotary Offset Machine capable of printing successfully heavy solid colour work.

IS IT COMMERCIAL WORK, LETTER AND INVOICE HEADINGS AND FINE WORK ON HARD BOND PAPERS? Install a MANN OFFSET, the simplest in operation, enabling you to produce first-class work with no trouble and at a high speed.

Whatever your work is, IT WILL PAY YOU to install a MANN OFFSET. Over FIVE HUNDRED have already been sold.

WE ARE SPECIALISTS TOO

We specialize in Offset Machinery of all kinds; Single-Colour Rotary Offset Machines in sizes ranging from Demy Folio to Extra Eight Crown; Two-Colour and Perfecting Rotary Offset Machines in sizes ranging from Double Demy to Extra Eight Crown; Offset Proving and Reversing Presses in three sizes, etc., etc., and we shall be glad to give you full particulars upon request.

THE MANN LITHOPRESS CO.

58 Walker Street, New York, U.S.A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automati Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

Quick Service!

When you want good ELECTROTYPES and STEREOTYPES in a rush this is the place to order from. Modern equipment! Large and competent staff!

TORONTO ELECTROTYPE & STEREOTYPE CO.
Limited
122 Adelaide Street West
L. D. 'Phone Adelaide 1638 — TORONTO — R. C. ELDER, *Manager*

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Safe Cheques

National Safety Paper will protect cheques in every part—amount, payee, date and endorsements—against fraudulent alteration.

If you print or lithograph cheques, let us send you a sample book.

George LaMonte & Son, Ltd.
319 Carlaw Ave., Toronto

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . . TRY US ONCE—YOU'LL CONTINUE TO.

For High Speed Work in the Mailing Room

Adopt the New WING Aluminum Mailer

Only weighs two pounds. Simple in construction, and absolutely accurate. Boy or girl can operate it with great speed. Has an exact "hang" and can be used with either right or left hand. The extra speed of the **New Wing Aluminum Mailer** quickly pays for itself. Can you afford to be without it?

Prices and full details on request.

Chauncey Wing's Sons
Greenfield, Mass.

Send $1.00 for Trial Can

Reliance Embossing Powder

Prove to your own satisfaction that you can secure the finest of embossed effects in

Private Greeting Cards, Wedding Invitations, Letterheads, Programmes, etc., on your regular job presses without plates, dies or special apparatus.

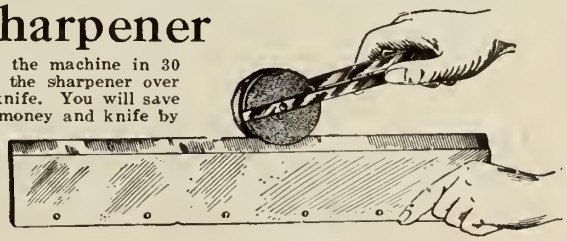
Reliance Embossing Powder gives you the means of doing embossing work economically and efficiently—send $1.00 for trial can.

RELIANCE INK CO., LIMITED
WINNIPEG
Agents for B.C.: Smith, Davidson & Wright, Vancouver

Kallstrom "Instanto" Paper Knife Sharpener

The "Instanto" Paper Knife Sharpener will sharpen your knife in or out of the machine in 30 seconds without spoiling the temper or wearing down the blades. Simply run the sharpener over the blade three or four times, finish with oil stone held flat against the back of knife. You will save more than its cost in one operation. Don't put it off, but begin to save time, money and knife by sending your order to-day. The sharpener will last a lifetime.

Price, prepaid, $2.50, including oil stone. Check, money order or cash with order. Over 50,000 "Instanto" sharpeners in use by satisfied printers from the Atlantic to the Pacific and Canada.



J. KALLSTROM, 1367-9 Broadway, New York City

P.S.—Start to save your time, knife and money to-day. Order sent out same day as received.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

GORDON PRESSES—ONE 13 x 19 WESTman & Baker, one 9 x 13, both re-built and equipped with new individual A.C. variable speed motors, push button control, also Chandler & Price lever cutter, 26 inch, one galley proof press and other equipment. We are over equipped. Write or wire to College Press Limited, 357 College St., Toronto. (pmp)

FOR SALE—WEEKLY NEWSPAPER AND job printing plant in a prosperous British Columbia mining, fruit growing and lumbering district. Good schools, fine fishing and hunting with ideal climate the year round. For particulars write H. W. Power, General Delivery, Nelson, B.C. (p1p)

FOR SALE—MILLER UNIVERSAL SAWTrimmer; saws and trims cuts, slugs, brass rule; sell for $275; cost $475 with attachments; $200 cash, terms on balance; firms consolidated. Address Sawsale, 205 West Twentieth, New York. (p4p)

NEWSPAPER AND JOB PRINTING BUSIness for sale in Central Alberta. Doing better than $700 a month. Large territory in prosperous mixed farming and mining district. Complete power plant, seven col. newspaper, Advertising rates from 25c to 50c an inch. Price of plant and business $4,500, part cash, balance to suit purchaser at 8 per cent. interest. Write Box 231220, care Printer and Publisher. (p1p)

SEE MANTON BROS. ADVERTISEMENT on page 17.

SITUATION WANTED

ADVERTISING MAN OF TWO YEARS' EXperience is open to discuss proposition with publisher or agency, who seeks earnest and energetic worker. Write Box 111220, Printer and Publisher. (pfp)

ADVERTISING MAN WITH VALUABLE Eastern and Western newspaper training and experience, and first-rate war record, is open to discuss new proposition with publisher who seeks live, earnest worker for either local or foreign departments, or manager of both. Has all essential qualifications—soliciting, advising, preparation lay-outs, copy, etc. Box 354, Postal Station H, Montreal, Que. (pfp)

AGENTS WANTED

WANTED—SPECIALIST AGENTS TO REpresent the firm of Caplain Saint Andre Fils & Cie., 8 Rue Portefoin, Paris (3e), manufacturers of bronze powders and imitation gold leaves. Write, mentioning Printer and Publisher. (psp)

READER'S NOTICE
Regarding
CHANGE OF ADDRESS

A REQUEST FOR CHANGE OF ADDRESS must reach us at least thirty days before the date of the issue with which it is to take effect. Duplicate copies cannot be sent to replace those undelivered through failure to send this advance notice. Be sure to give your old address as well as the new one.

SITUATIONS VACANT

THE COMPOSITOR'S OPPORTUNITY — The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto, to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype keyboard operators. For further information apply to Lanston Monotype Machine Company.

WANTED—EXPERIENCED PAPER RULER to look after ruling department of Barber-Ellis, Limited, Brantford, Ont. Apply, mentioning "Printer and Publisher," to Barber-Ellis, Toronto, 63 Wellington St. West. (pfp)

ADVERTISING MANAGER WANTED — Good opening for man of energy, with experience in other branches of newspaper work; must be good ad. copy writer and able to handle correspondence; state age, experience and references. Apply, mentioning "Printer and Publisher," to St. Thomas Times-Journal. (pmp)

WANTED — LITHOGRAPHIC TRANSFERrers, pressmen and artists; non-union and not at present employed; competent men only need apply; steady work guaranteed. Apply to Mortimer Co., Ltd., Ottawa, mentioning "Printer and Publisher." (pfp)

PRINTING SALESMAN—WANTED FOR A real, live, job printing office. State experience, if any. Am willing to consider ambitious young man now in mechanical department. Box 102120, Printer and Publisher. (pfp)

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Box 102720, Printer and Publisher. (pfp)

PRINTER—COUNTRY OFFICE TRAINED state wages and experience. Apply, mentioning "Printer and Publisher," to Herald, Hespeler. (pfp)

LINOTYPE MACHINIST OPERATOR wanted; good wages and working conditions. Apply, stating experience and qualifications, to Box 291220, Printer and Publisher. (pfp)

SECOND-HAND MACHINERY LIST

1—36 x 50 Enmeryrick Bronzer with Power Fixtures Complete.
1—5/16" Brehmer Stitcher, Power.
1—5/16" Brehmer Hand Stitcher.
1—½" Foot and Power Stitcher.
1—⅞" Rosback Power
1—½" Morrison Perfection Power.
1—8 x 12 Westman & Baker Press, complete with Power Fixtures.
1—10 x 15 Gordon Press, complete with Power Fixtures.
1—7 x 11 Prouty with Fountain, complete with Power Fixtures.
1—10 x 15 Universal Press.
1—13 x 19 Colt Armory Press.
1—14 x 22 Colt Armory Press.
1—Burton Foot Power Pager Machine, 6 number head.
1—No. 2 Challenge Proof Press.

ROYAL MACHINE WORKS

Printing, Bookbinding and Box Machinery

SITUATIONS VACANT—Con.

ENVELOPE MACHINE ADJUSTER; MUST have had experience on papeterie work. Highest wages and permanent position. Apply, mentioning Printer and Publisher, to Sinclair-Allen & Co., 366-378 Adelaide St. West. (psp)

WANTED—PRINTING SALESMAN, ONE with conections preferred, on commission basis. Write or phone, mentioning "Printer and Publisher," to Victory Press, 13 Adelaide East. (prp)

BY MONTREAL PRINTING AND LITHOgraphing firm, experienced young man, capable of planning, preparing and selling direct-by-mail advertising. Good opportunity for development and advancement. First-class art and mechanical facilities. State extent of education, training and experience, and salary expected. Box 12220, Printer and Publisher. (p12p)

WANTED — LINOTYPE OPERATOR — Model 8; also to be all-round printer; report January 31; state wages and experience. Apply, mentioning "Printer and Publisher," to Herald, Weyburn, Sask. (pmp)

OPPORTUNITIES

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220, Printer and Publisher, 143 University Ave., Toronto. (pufp)

WESTMAN & BAKER, LTD., GENERAL machinists, overhauling, repairing and erecting. New, rebuilt and special printing machinery and equipment carried in stock. 165 Adelaide West, Toronto. (prp)

EQUIPMENT WANTED

WANTED — SEVEN-COLUMN QUARTO press in good condition. Apply Box 10820. Printer and Publisher. (ptfp)

DIRECT CURRENT MOTORS—ONE 2 H.P., 220 volts, with Cutler-Hammer controller; two ⅜ H.P., 220 volts; one Monotype keyboard. Reliance; one paper cutter, interlocking, 28½-inch cut; about 100 type cases, upper and lower; a number of California job cases; about one ton Eddystone newsprint, 31x44, 51 lbs.; three imposing stones, size about thirty-six inches by forty-six inches, for $25 each. Box 102720, Printer and Publisher. (p11p)

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto. (ptfp)

Sell Your Idle Equipment!

If you have anything you wish to sell, use Printer and Publisher classified advertising section.

Subscribe Today for "Printer and Publisher," $3.00 per year.

Buyers' Guide

Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

FOR BEST RESULTS

have an appraisal of your plant made by a company specializing on the printing and allied industries.

We know the printing business and are producers of facts.

Appraisals made to meet cost accounting and insurance requirements.

THE PRINTING PLANT APPRAISAL COMPANY OF CANADA
38 Toronto Street
TORONTO

GREAT WESTERN SMELTING and Refining Co.,
P.O. Box - 1060
Vancouver, B. C.

TYPE METAL for All Purposes
Linotype Combination, Stereotype, Monotype, Electrotype.
Quality, Cleanliness and Analysis Guaranteed.

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. W., Toronto.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Albion Sewing Cotton Co., Ltd., London, Eng.
Berry Machine Co., St. Louis, Mo.
Christensen Machine Co., Racine, Wis.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Kallstrom, J., New York City.
Logan, H. J., 114 Adelaide St. W., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison Co., J. L., Toronto, Ont.
Royal Machine Works, Montreal.
Steel Co. of Canada, The, Hamilton (wire).
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Luckett Loose Co., Toronto.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Eastern Brass & Wood Type Co., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
The Toronto Type Foundry Co., Ltd., Toronto.
Westman & Baker Limited, Toronto.

CORDS, SILK, ETC.
Albion Sewing Cotton Co., Ltd., London, Eng.

COUNTING MACHINES
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Publishers' Protective Association, Toronto.
Nagle Mercantile Agency, Laprairie, Montreal.

EFFICIENCY EXPERT
Pepper, J. L., 38 Toronto St., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

ELECTROTYPE METAL
British Smelting & Refining Co., Ltd., Montreal.
Canada Metal Co., Limited, Toronto.
Hoyt Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Automatic Ptg. Devices Co., San Francisco, Cal.
Ellis New Method Embossing, Hamilton, Ont.
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

ENGRAVERS
Legge Bros., Ltd., Toronto.
Reliance Eng. Co., Toronto.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

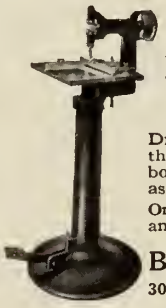
McFarlane, Son & Hodgson, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO



BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

One to two inches drilled at an operation. Ask for proof.

Berry Machine Co.
300 N. Third St. St. Louis, Mo.

KILLED

On the first of the month several hundred dollars' worth of subscriptions were struck off a publisher's list.

Had he turned them over to us there would have been no reason for such action.

We collect where others fail.

Publishers' Protective Association
Goodyear Building, Toronto, Canada

Buyers' Guide

What is the
PRINTER & PUBLISHER
to Canada?

The National Printer-Journalist is the same to the United States

Send 25c. for a sample copy

National Printer-Journalist
(in its 37th year)

4610 Ravenswood Avenue
CHICAGO, ILL.

NEWSPAPER MAN

with British and Colonial experience, is prepared to act as

LONDON MANAGER or BUSINESS REPRESENTATIVE

of one or two approved Canadian or U.S. Newspapers or Magazines

Correspondence Invited.
Confidence Respected.

WILLIAM MACDONALD
23, The Pavement, Clapham
London, S.W. 4, England

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RUBBER STAMP-MAKING OUTFITS

Require only **eight minutes** to make rubber stamps. Will also make **Hard Rubber Stereotypes** for printing. A few dollars buy complete outfit.

Send for catalog

The Barton Mfg. Co.
83 Duane Street New York, N.Y.

STEEL RULES
For FOLDING BOX MAKERS USE.
WILLIAM NOTTING & CO.,
BOWLING GREEN LANE
LONDON. ENGLAND.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
Canadian Newspaper Service, Ltd., Toronto.
Cross-Atlantic Newspaper Service, Montreal.
Dominion News Bureau, Ltd., Montreal.
International Syndicate, Baltimore, Md.
Publishers News Service, Regina, Can.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Columbia Printing Ink & Roller Co., Vancouver.
Dominion Printing Ink Co., Ltd., Toronto.
Manton Bros., Toronto, Ont.
*Reliance Ink Co., Winnipeg, Man.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Stephenson, Blake & Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.
Miller & Richard, Toronto and Winnipeg.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Chauncey Wongs Sons, Greenfield, Mass.
Rev. Robert Dick Estate, Buffalo, N.Y.
Speedaumatic Co., The, Chauncey Wing's Sons, Greenfield, Mass.

MAILING GALLEYS
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
British Smelting & Refining Co., Ltd., Montreal.
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.
Hoyt Metal Co., Limited, Toronto.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Kimble Electric Co., 635N Western Ave., Chicago.
Manton Bros., Toronto, Ont.
Westman & Baker Limited, Toronto.

PAPER BOX MFG. EQUIPMENT
Williams, Notting & Co., London, Eng.

OFFICE SUPPLIES
Everall's Limited, Lethbridge, Alta.

PAPER MANUFACTURERS AND DEALERS
Allen Paper Co., Ltd., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dawson Ltd., W. V., Montreal.
Dickinson & Co., John, 25 Melinda St., Toronto.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
La Monte & Son, Ltd., George, Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Mitchell, J. & W., Birmingham, Eng.
Niagara Paper Mills, Lockport, N.Y.
Paper Sales, Limited, Toronto.
Provincial Paper Mills Co., Toronto.
Rolland Paper Co., Ltd., Montreal, Que.
Samuel Jones & Co., Ltd., 7 Bridewell Place, London, Eng., and Waverley Park, New Jersey.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., A., 55 Bay St., Toronto.
Wilson Munroe Co., Toronto.

PAPER, TIN FOIL
Mitchell, J. & W., Birmingham, Eng.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.

PAPER, WASTE
Walker & Co., Ltd., J R., Montreal.

FEATURES

PAGES — Camera News, Fashion, Children's and Feature.

DAILY—Portraits, Puzzles, Fashion Hints and Useful Bird Citizens.

COMICS — Old Pals, Smiles and Noozie.

MISCELLANEOUS — Art Needlework, House Plans, Hints for the Motorist, Classified Boosters and The Adroute.

The International Syndicate
20 Years of Unfailing Feature Service
BALTIMORE, MARYLAND

J. R. WALKER
267 WELLINGTON ST., MONTREAL
Specializing in All Grades of
Printers' Waste Paper
Books, News and Writing Papers
In Connection With
J. R. Walker & Company, Limited
35 Common St., Montreal
Manufacturers of Felt Paper, Fibre Board, Etc.

TICONDEROGA PULP AND PAPER CO.
Machine Finish, Special Magazine and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816, 522 Fifth Avenue, New York

We manufacture
COUNTER CHECK BOOKS
Agents Wanted
EVERALL'S LIMITED
LETHBRIDGE, ALBERTA

Buyers' Guide

PRESSES AND OTHER EQUIPMENT
(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Automatic Ptg. Devices Co., San Francisco, Cal.
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., 504-520 Grand St., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Mann Lithopress Co., The, New York City.
Manton Bros., Toronto, Ont.
McCain Bros. Mfg. Co., Chicago, Ill.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Miller & Richard, Toronto and Winnipeg.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Royal Machine Works, Montreal.
Scott & Co., Walter, Plainfield, N.J.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd., Toronto.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

PRESSES, ROTARY
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRESSES, MULTI-PROCESS
A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

PRINTING PRICE LISTS
Porte Publishing Co., Toronto.

"REDUCOL"
Indiana Chemical Co., Indianapolis, Ind.
Manton Bros., Toronto.

ROLLERS
Canada Printing Ink Co., Ltd., Toronto.
Columbia Printing Ink & Roller Co., Vancouver.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.
Winnipeg Printers' Roller Works. Winnipeg.

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N.Y.

RULED FORM
Matrix Ruled Form & Tabular Co., Forth Worth, Texas.

STEREO PAPERS
Dixon & Co., Ltd., L. S., Liverpool, England.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
DeCarle-Wareham Co., Toronto.
Eastern Brass & Wood Type Co., New York City.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.
Miller & Richard, Toronto and Winnipeg.

TYPESETTING
Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES
Canadian Linotype, Ltd., Toronto.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Toronto.
Linograph Co., Davenport, Iowa.
Stephenson, Blake & Co., Toronto.

WIRE (Tinned Stitching)
Steel Co. of Canada, The, Hamilton.

WOOD-TYPE
Eastern Brass & Wood Type Co., Inc., New York, N.Y.

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

It is sure a life saver. It paid for itself the first month.
A. L. Eastly.
Sedgwick, Alta.

FRANKLIN PRINTING PRICE LIST

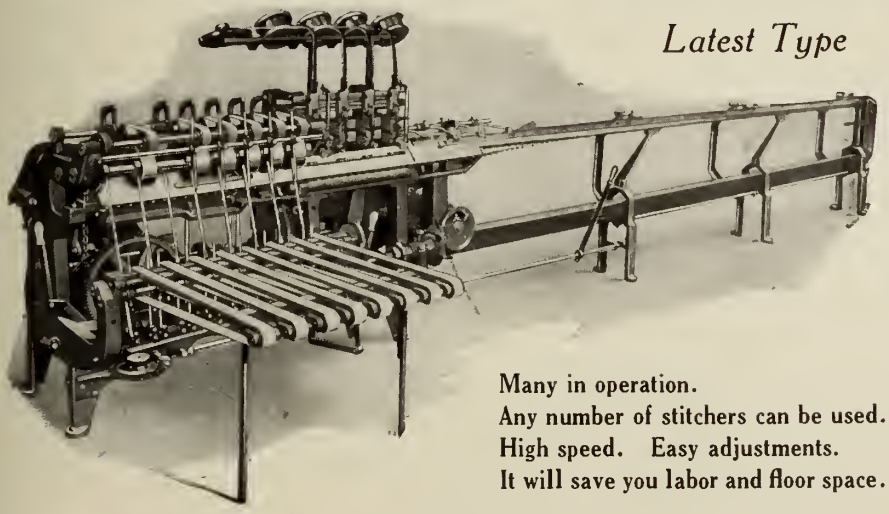
It's a wonder and worth many times what you are getting for it.
L. S. Richardson.
Jasper, Alta.

Write for detailed information and Guaranteed Offer

PORTE PUBLISHING CO., 32 TEMPERANCE ST. TORONTO, ONT.

Christensen's Stitcher-Feeder

Latest Type



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE printer or bookbinder who seeks to materially reduce his production costs can do so by putting this new type Christensen Stitcher-Feeder on the work now done by other machines. The new Christensen is a paying investment — does work 20% to 90% faster than other machines.

Investigate now!

The Christensen Machine Co., Racine, Wis.

Canadian Agents
Toronto Type Foundry Company, Limited. Toronto, Ont.

European Agents:
Canadian-American Machy. Co., 8 Bouverie St., London, E.C.

Eastern Agents:
Geo. R. Swart & Co., Marbridge Bldg., Broadway and 34th Street, New York, N.Y.

Southern Agents:
J. H. Schroeter & Bros., 133-135-137 Central Ave., Atlanta. Ga.

Chicago Office:
Rooms 469-471 Transportation Bldg., 608 South Dearborn St., Chicago.

LINOTYPE
INTERTYPE
MONOTYPE
ELECTROTYPE
STEREOTYPE

METAL

Try our Metal and Notice the Small Accumulation of Dross

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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CANADA PRINTING INK CO.
LIMITED

An Organization Specializing
in High Grade

PRINTING INKS AND ROLLERS

Write for Prices
Mail Your Orders

15 DUNCAN STREET
TORONTO

THE SIGNIFICANCE OF THE SLUG–III

On the Press

In the Linotype*-equipped shop, changes on the press are made with the same ease and quickness that mark the economical advantage of the* Linotype *slug throughout all the other departments. The press is halted only for the moments necessary to change the slug. Before the one-type-at-a-time man's tweezers can manipulate an individual character, the* Linotype *man's fingers place the whole line, working with the swiftness due to the fact that the slug insures the job against "pi" and other accident.*

Canadian Linotype Limited
68 Temperance Street
Toronto

This advertisement, including border ornaments, is composed entirely of Linotype *material*

Volume 30, Number Toronto, February, 1921

PRINTER & PUBLISHER

FEBRUARY

SPEED UP!

There's no hard times coming;
It's just the soft times going.

—Hawtin

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

TRADE MARK

Art Photo Book

A Made-in-Canada Bookpaper of Unequalled Quality and Value

WE have put into Art Photo Book the highest quality possible, consistent with price. The experienced printer has but to use Art Photo to appreciate its superior merits. He will note its uniformity in finish, good printing surface, strength and pleasing color—it is truly an art paper, minus the high cost!

Art Photo Book Will Not Curl, nor stretch, and is therefore specially suitable for color work.

It will print fine screen halftones with excellent results; the pressman easily secures the lights and shades necessary to high-class halftone work.

Stocked in all regular sizes and weights. Have us send you sheets for a dummy of your next catalog.

TEST IT! TEAR IT! COMPARE IT!

Made in Canada by

CANADA PAPER CO. LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Western Agents:

Barkwell Paper Co., Winnipeg, Man.

DOMINION

Printing and Lithographing

INKS

Striving Ever to Make Them Better Has Made Them the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

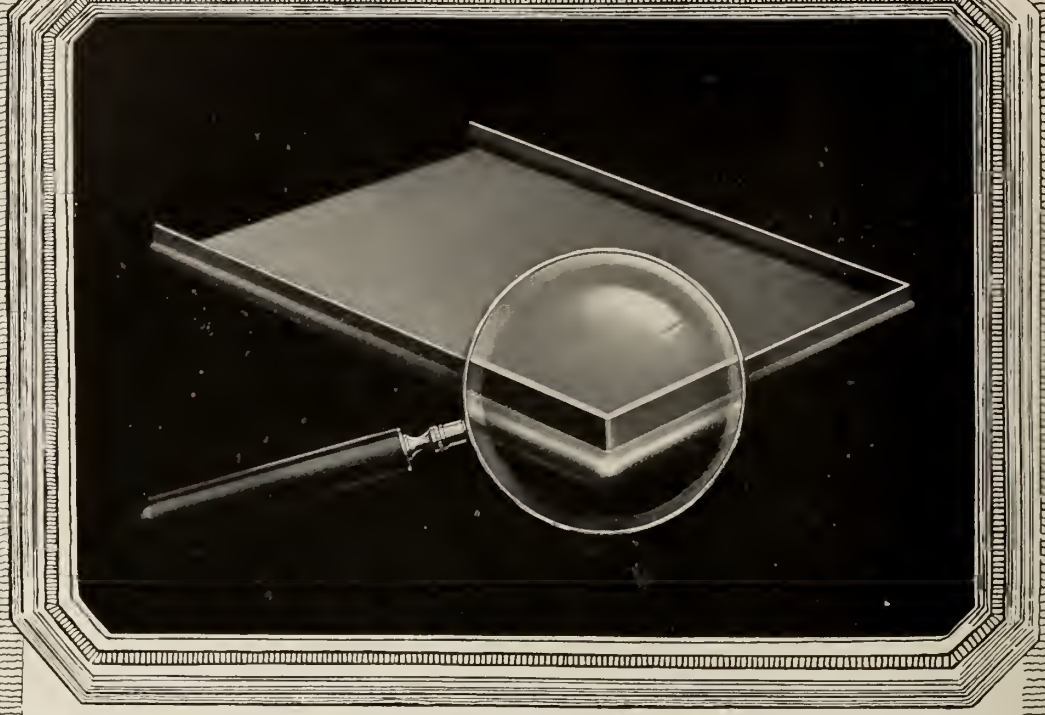
128-130 Pears Avenue, Toronto, Canada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE MAIN 5124

STEEL GOODS HAMILTON WOOD GOODS



GOOD *vs.* BETTER

The Hamilton One-piece Galley (patented) shown in the above illustration is invariably specified by the discriminating printer. No rivets, no welding, no joints. A solid galley stamped from one piece of steel. Made possible only by the installation of special machinery — mammoth presses and elaborate dies. If *you* haven't had an opportunity to examine them, write for a sample.

KEEP POSTED! "Your success very greatly depends upon keen discernment in the matter of values, and the exercise of a wise discrimination. The eternal law of progress is ever remorseless — even that which is "*good*" must give way to that which is BETTER. To *know* and adopt the *superior* inevitably tends to determine *your own* ultimate classification." —*Socrates.*

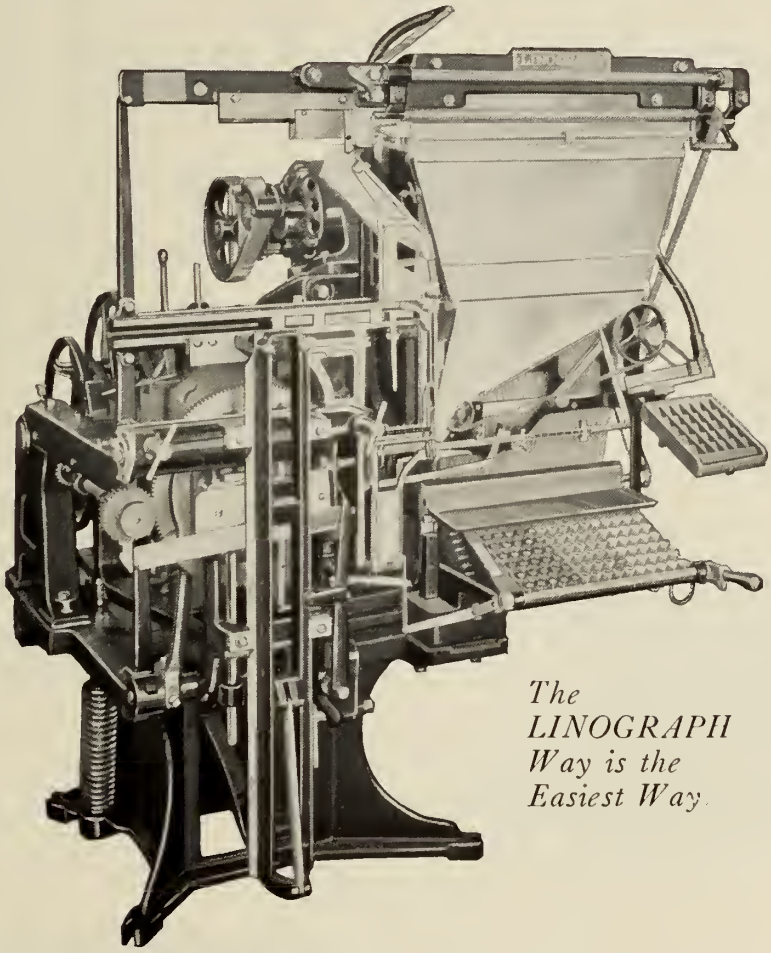
This wise saying by the old Greek is very pertinent when used as a sales argument for the above-illustrated article, and we have found that a word TO *the wise is sufficient.*

The Hamilton Manufacturing Co.

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

Hamilton Goods are for sale by All Prominent Type Founders and Dealers Everywhere

THE LINOGRAPH
IS THE FIRST MACHINE TO BUY



The LINOGRAPH Way is the Easiest Way

HERE ARE A FEW REASONS:

A LINOGRAPH is used more and is the most useful machine in the shop.

A LINOGRAPH makes possible a greater amount of news that is still new.

A LINOGRAPH enables you to keep the rest of your equipment in more regular use, thus increasing your income and profits.

A LINOGRAPH enables you to spend more time with your patrons, which gives you a wider acquaintance in the community.

A LINOGRAPH actually pays off the old debts while paying for itself, and then proceeds to make you financially independent. Write us for more details.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U.S.A.

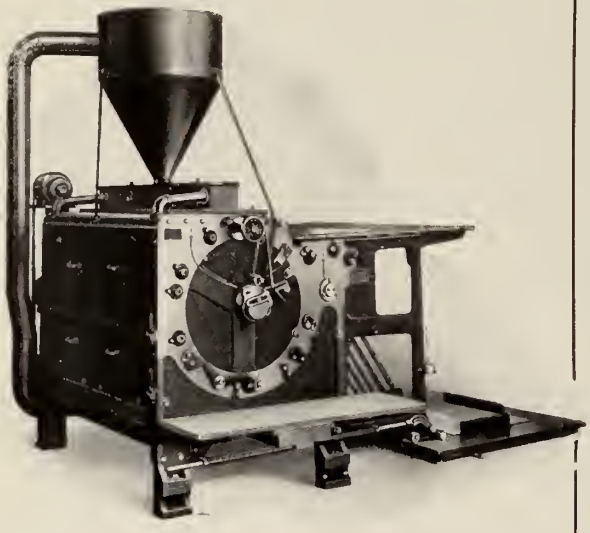
ETABLISSEMENTS PIERRE VERBEKE
GENERAL EUROPEAN AGENT
Rue des Boiteux 21
BRUSSELS, BELGIUM

PARSONS & WHITTEMORE, INC.
AGENTS FOR AUSTRALASIA
30 Market Street
SYDNEY, AUSTRALIA, N.S.W.

80% to 90%

of all Bronzed Work done in this country in the last two years has been done on

U. P. M. Vacuum Bronzers



80% to 90%

of all Vacuum Bronzing Machines bought by American users in the last two years have been

U. P. M. Vacuum Bronzers

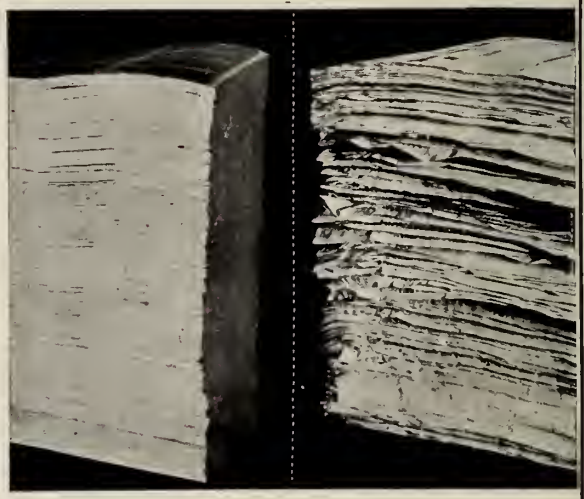
The ONLY Known Means

of entirely eliminating static electricity is

The Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this ↘ instead of like this ↘



UNITED PRINTING MACHINERY COMPANY

38 PARK ROW
NEW YORK

604 FISHER BUILDING
CHICAGO

83 BROAD STREET
BOSTON

"four-fifths of our publication composition is done by Monotypes * * * there is not much difference in cost, and the superior quality of Monotype inclines us in its favor."

KABLE BROTHERS COMPANY, MOUNT MORRIS, ILL.

(Signed) H. J. KABLE, *Treas. and Sales Mgr.*

SINGLE-TYPE COMPOSITION GETS CUSTOMERS AND KEEPS THEM

130 of 'em!

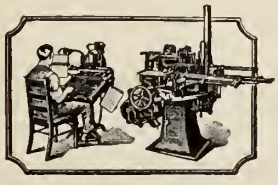
Straight-matter publications *are* being produced by the Monotype —130 of them, mostly fraternal, in the plant of Kable Brothers alone.

The last stronghold of fallacious argument against "one-type-at-a-time" has given way to indisputable facts.

The simplest kind of work for a typesetting machine is being done at as low a cost, and—Kable Brothers "*decided to change to Monotypes because of the better quality of the composition.*"

The remarkable success of Kable Brothers as a publishing house is evidence that they *know* costs and *know* degrees of quality and *know* the importance of quality in business building.

And there are many others!



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

315

This page composed in Monotype No. 36 Series and Monotype rule.

PRINTING INKS AND ROLLERS

You Can Depend Upon

AN unrivalled experience and technical knowledge enable Manton Bros. to produce Printing Inks of the first quality for ALL processes and with EVERY range of color. Large and small orders promptly filled.

If you are to get maximum production from your presses you must have first-class Inks and Rollers. Manton Bros. make Rollers which have that resiliency and spring so necessary to good printing.

Printing MACHINERY

Selling Agents for

- The Premier Two-Revolution Press
- The Whitlock Pony
- The Potter Rotary Off-Set Press
- The Potter Lithograph Press
- The Potter Rotary Tin Press

Rebuilt Machinery

Are you in need of a job press, newspaper press, or other printing machinery? We may have just what you want—let us know your requirements

Good Steel Chases

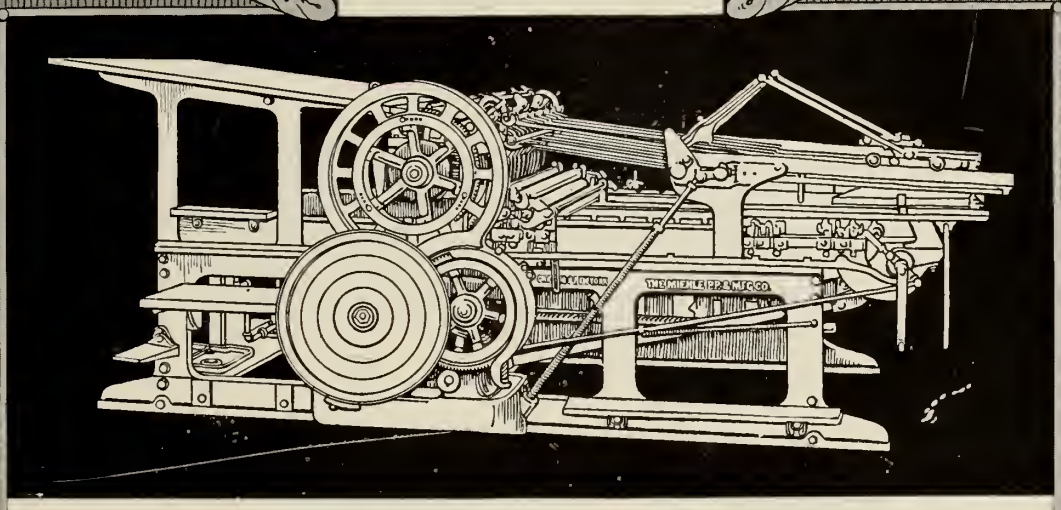
Why buy imported chases? No stronger or better chases can be made than our Canadian-Made line. Buy them and save money.

Machinery Repairs—Electrical Equipment

MANTON BROS.

TORONTO WINNIPEG

The Miehle



THE MIEHLE PRICE

THE Miehle is sold at a price figured fairly upon its cost of production.

There is no thought of "what the traffic will bear"; there is no "market price" to be considered.

In over thirty years, there has been no opportunity to learn what the life limit of the Miehle may be. Consequently, in the fixing of its selling price, there is no occasion to take into consideration loss on an old press taken in part payment for a new.

When you buy a Miehle, you pay a standard price figured fairly upon its cost of production.

MIEHLE PRINTING PRESS & MFG. CO.

Fourteenth and Robey Streets, Chicago

Distributers for Canada

TORONTO TYPE FOUNDRY CO., LIMITED

TORONTO MONTREAL WINNIPEG REGINA

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

LUCKETT'S STERLING LINE

MADE IN CANADA

STYLE SM—Solid or Sectional. Eleven stock sizes. Specials furnished promptly on a *Real Service Basis. Try us.*

METALS

If you do your own binding use our metals. All orders shipped promptly.

We have been held up for months for steel but our stock for this style is now complete.

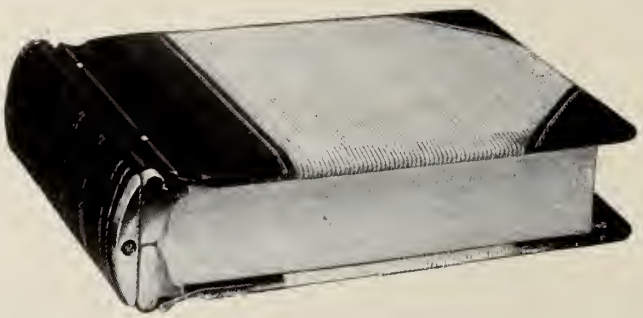
We Do Not Sell Consumers

LUCKETT LOOSE LEAF, LIMITED

545-549 KING ST. WEST TORONTO, ONT.

JACKDAW Z

CURRENT LEDGER BINDER



Bound in Red Russia Leather, Dark Green Corduroy sides, bevelled boards, round corners.

MECHANISM

Our Jackdaw Z Current Ledger Binder has steel back and metal hinges, solid pressed steel mechanism and has no screws or solder to work loose or crack. We consider this to be one of the best and most serviceable Ledger Binders made.

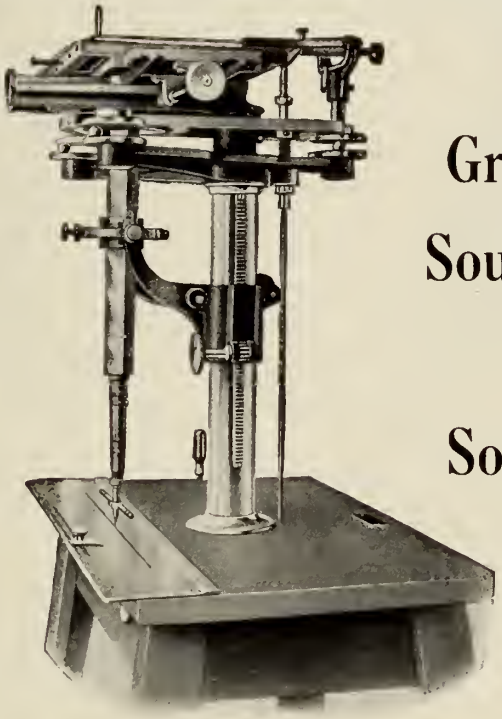
W. V. Dawson, Limited **Montreal**

Lithographers Engravers
Printers and Stationers

THE UNIVERSAL MODEL C ENGRAVING MACHINE

is used in many of the leading Engraving shops of

U. S. A.
Canada
Australia
Egypt
Mexico



Great Britain
South America
India
South Africa
Japan

It executes at a Fraction of Previous Cost—Beautiful Uniform Lettering Upon
STEEL PLATES COPPER PLATES STEEL DIES
LITHOGRAPHIC STONES
(Direct or Offset Printing)

Full Details and Specimen Book of Samples on request to

ENGRAVERS MACHINERY COMPANY
OF CANADA, LIMITED
MONTREAL, CANADA

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street London, E.C. 4, England
Sale Agents for Australia and New Zealand

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

K 1

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is
a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

GET READY

to meet changed conditions

Printing, like other lines, must now face vastly changed conditions. It is no longer a question of finding a printer in shape to get work out promptly. Quality and price are going to play the leading parts in 1921.

Some printers are sitting around, fretting and worrying; but others are thinking keenly and planning wisely. When business picks up again, it is the latter who will be the first to benefit, and who will continue to lead.

Right now, when you are not rushed, is the time to get ready for the new conditions. Find out, by comparative tests, whether the materials you have been using are the best for producing fine printing and for saving time and labor. The use of the right ink corrector, for instance, can greatly improve the quality of your presswork and effect distinct savings of labor and press-time.

Make a thorough test of REDUCOL in comparison with the ink corrector you are now using. Order 5 or 10 lbs. on approval. Use it 30 days. At the end of that time, if you and your pressmen are not satisfied that REDUCOL is better than what you are now using, tell us so, and we will cancel our charge.

Here's what REDUCOL does: It absolutely eliminates picking and mottling. It gives you much better distribution, which means not only better, easier work, but also a saving of 10% to 50% on ink. Although neither a dryer nor a non-dryer, REDUCOL has a marked tendency to cut down slip-sheeting and offset. On color work REDUCOL prevents crystallization, thus permitting perfect overlapping. It retains the full brilliancy of colors, and keeps fine line cuts clean, because it softens the ink instead of thinning it. It is a good preservative for rollers.

Here's our proposition: We want you to compare REDUCOL with any or every other ink corrector on the market. We offer to send it to any reputable printing house on approval, backed by our unconditional guarantee that it will produce the results named above. That's fair, isn't it?

Send in your trial order to-day for 5 or 10 lbs.

INDIANA CHEMICAL & MFG. CO.

Dept. C-1, 135 S. East St., Indianapolis, Ind., U. S. A.

23-25 E. 26th St., New York City

608 S. Dearborn St., Chicago

Canadian Agents:

Manton Bros., Toronto, Montreal, Winnipeg

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS BY ESLEECK MFG. COMPANY

The ESLEECK PAPERS

are made of clean, new rags (cuttings from garment factories) in a finely-equipped mill, by specialists who have had a long, practical experience.

TRUE PAPER ECONOMY
Consists in Using the Right Papers

Our ONION SKIN, MANIFOLD and THIN BOND papers are right for important uses in every business office.

Ask Department H for New Sample Book

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

A magazine "somewhat different" from the other periodicals devoted to the graphic arts is

The Printing Art

Issued monthly by The University Press
Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be an excellent description of THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy.
Canadian, $4.50 per year; 45 cents per copy.
Foreign, $6.00 per year; 60 cents per copy.

Write for full details.

The Printing Art
Cambridge, Mass.

A sheet of SULTAN tells its own story. The effective beauty of its appearance is at once apparent. A simple test reveals its strength. The most experienced user of cover papers will admit that it qualifies on every count.

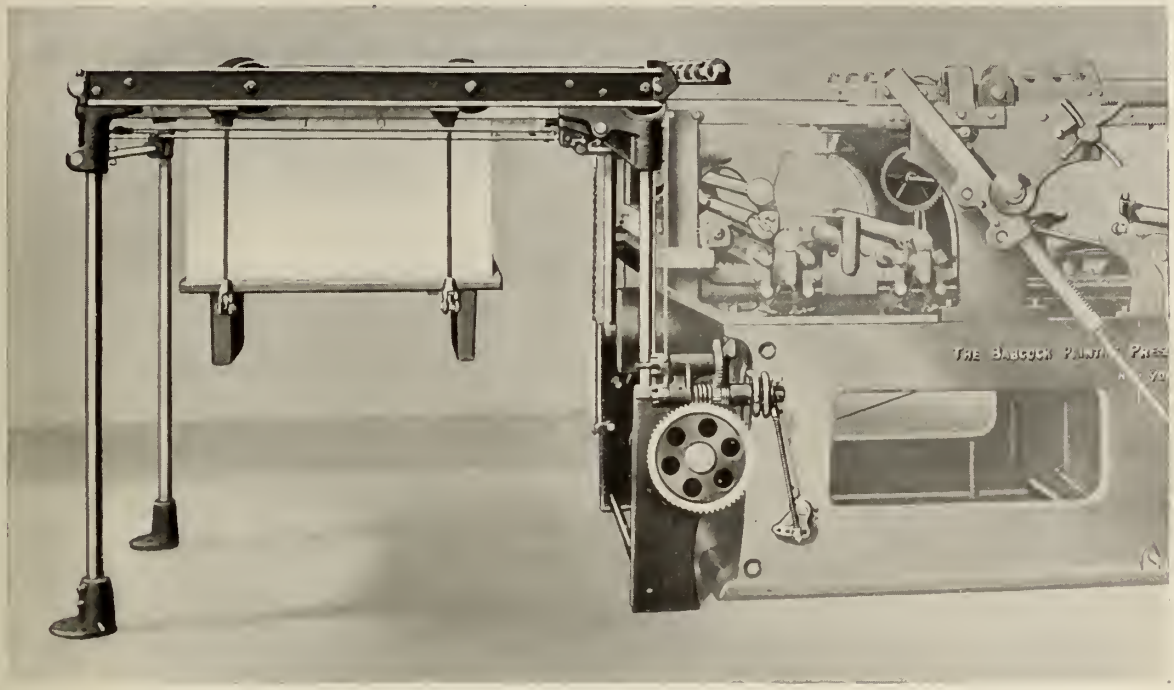
SULTAN COVERS

are available wherever good printing is done and satisfy wherever good printing is bought

SULTAN covers are made in nine Oriental shades and in two weights: 20x26—65 lbs., and 20x26—90 lbs. A lighter weight, suitable for fly leaves and box covers, may be had in six shades. It is 20x26—30 lbs.

Have You a SULTAN Sample Book?

NIAGARA PAPER MILLS
LOCKPORT, N.Y.



The manufacturer who claims that his product has not required an improving change in years, might just as logically claim that the telephone is a luxury.
EDMUND A CHANDLER

To Our Patrons since the "Old Days"

BESIDES anticipating the needs of Printers by keeping the efficiency standards of the "OPTIMUS" years ahead of other printing presses, we have also been mindful of the welfare of *our early patrons*.

Careful consideration of the application of each feature introduced has enabled us to give modern operating advantages to the plant owner who has standardized on Babcock Equipment *without his making radical changes on his older presses.*

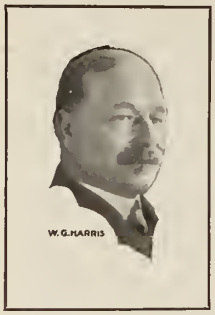
For Example—The Babcock Extended Delivery has been introduced since the advent of the Universal Equipment "OPTIMUS," *yet*—it may be attached to any 4-roller "OPTIMUS" since (and including) Serial No. 2869, and to *some* even older sizes.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory **New London, Connecticut**
New York Office **38 Park Row**

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents, London, Eng. GORDON & GOTCH, General Agents for Australia
NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HANSEN & SKOTVEDT, General Agents for Norway KARL M. GRONBERG, Agent for Sweden F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"



1920
A RECORD YEAR

Over

SIXTY
CARLOADS

"Imperial"

Linotype, Intertype, Monotype
Typecaster, Electrotype
and Combination
METALS

Distributed from our

Toronto, Montreal, Winnipeg, Vancouver
WORKS
To the Type Metal Users of CANADA

We pride ourselves for
SERVICE—QUALITY—RELIABILITY

Order from our nearest factory. *We earnestly desire to serve you.*

The Canada Metal Company
LIMITED

Toronto Montreal Winnipeg Vancouver

"From Rags to Writing Paper." *Series I.*

The Rag Receiving Room.

"Rags"

High-grade writing papers are made from pure white garment cutting, drawn from the manufacturing plants of the world — these are sorted, classified and shipped to the mill in uniform qualities.

Expert grading of rags ensures superiority of paper stock.

A brochure of manufacturing illustrations—"From Rags to Writing Paper"— will be sent on request.

Rolland Paper Company

Limited **MONTREAL**

Mills at St. Jerome, P.Q., and Mont Rolland, P.Q.

"High-Grade Paper Makers since 1882"

Say you saw it in PRINTER AND PUBLISHER

The DIRECT *and* OFFSET LITHO ROTARY PRESSES

manufactured by

Linotype & Machinery Limited

carry the BRITISH TRADE MARK that guarantees quality of design, construction, and output.

The Direct Litho Rotary is built in sizes ranging from Eight Crown to Quad Crown; the Offset from Quad Demy to Double Demy. Write for particulars and full specification.

LINOTYPE AND MACHINERY LIMITED

c/o Canadian Linotype Limited *68 Temperance Street*

TORONTO

All these Books are Bound
in Various Grades of

HOLLISTON BOOK CLOTHS

Printers, Binders and Publishers
should have for convenient reference
a set of Sample Books, showing
all grades, colors and patterns.

Samples will be sent
on request

ADDRESS

The WILSON-MUNROE Co. Ltd.

Sole Canadian Agents

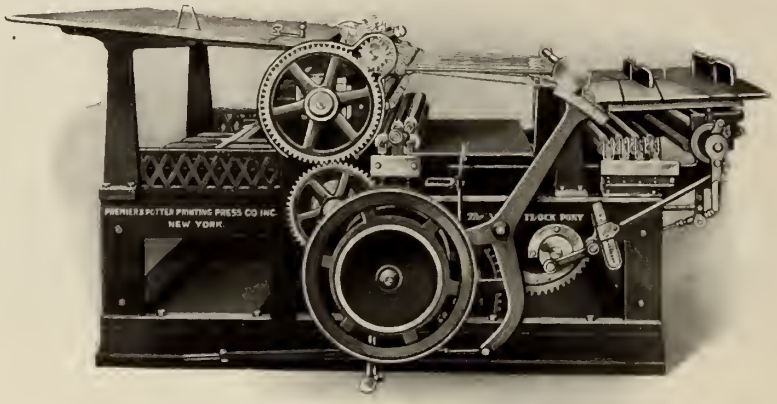
YORK ST. TORONTO, ONT.

HOLLISTON BOOK CLOTHS
REG. U.S. PAT. OFF.

Large stocks carried in Toronto,
in all the different qualities, colors,
patterns, etc., enabling us to make
prompt shipment of orders.

HOLLISTON BOOK CLOTHS
REG. U.S. PAT. OFF.

The WHITLOCK Pony Press



Two-Revolution — Two-Roller — Front Fly Delivery

NO CYLINDER PRESS is so profitable to the printer as *The* **Whitlock Pony.** Its reputation is world-wide. Smooth in its operation, even and rigid in impression, exact in register, easy to operate, simple and durable. Prints everything from an envelope to a sheet the full size its type bed will take. Produces heavy and light job work of the finest quality with minimum labor. It runs hundreds per hour faster than other ponies. It is the standard pony cylinder press of the world. Let us explain *The* **Whitlock Pony** fully—also the following well-known presses:

The PREMIER Two-Revolution 4-Roller Press
The POTTER OFF-SET
The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42nd Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto, Ont.

Canada East:
GEO. M. STEWART
92 McGill St.
Montreal, P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, FEBRUARY, 1921 Number 2

Advertising Rates Cannot Come Down Yet

Nor Can Job Prices Be Reduced

WHEN are advertising rates going to come down? That question is being peppered at every publisher, every advertising salesman and at every representative of a publishing house.

It is a natural question, and those in the publishing business whose work makes it necessary for them to meet the public might just as well expect that this and similar questions are going to be asked. Prices are on the downgrade. Advertisers in many cases know it—they are quite aware of the fact that in their own business they are taking losses in order to get down to new price levels. The advertiser probably thinks that if there is to be any toboggan slide in prices, it is only right and proper that the publisher should sit in with the rest of the business interests and take his bumps.

Now all this might be very well, but analyze the two cases. Here is a grocer, or a merchant. He is weeding out his stock, in some cases without profit, in a few isolated instances at a loss. He is doing this in order that he may get rid of his high-cost stock, and take advantage of the lower-priced goods that he is able to secure. He watches the replacement market, and knows that he can get on a better footing by putting himself in shape to buy out of the new market. His dollar is buying more from the manufacturer and the wholesaler, and he thinks his dollar should buy more from the publisher.

Where the Publisher Stands

Take the case of the publisher. Is there a chance of him cleaning out stock or plant and replacing to better advantage? Not the least. Here are facts, so plain that they cannot be questioned, and any advertiser can go out and substantiate them if he does not care to take the word of the publisher. What enters into a publisher's costs?

Paper.—Newspapers that keep careful records will find that their newsprint is between 40 and 45 per cent. of their total cost. It is a big item, and with news at $130 against an average of $80 for last year there does not seem to be much reduction. Many firms using S.C. or half-tone news are paying more this year than last. Nor have they any chance now to realize on their scrap paper, which for some time back has amounted to quite an item.

Ink.—Prices the same as in 1920, with no decreases in sight.

Wages.—In some cases there will be increases provided for in contracts now in force. Many offices will be faced with the 44-hour week. Records also show—where they are kept—that the mechanical costs per page have increased in the last few years. In plain English, the production per man has decreased. There may be causes for this that are not apparent on the surface, and one of them may be the changing style of typography, and the great attention to securing certain desired effects that ad writers are calling for.

What the Figures Show

Here are some facts taken from the records of the MacLean Publishing Co., where a very complete cost system is kept in every department. The comparisons are between the years 1914 and 1921, the other column showing the percentage in increase:—

	1914	1921	Increase over 1914
Composition—Hand	18.50	35.20	90.3%
Machine	19.50	37.40	91.7%
Pressman	20.00	35.20	76.0%
Press Feeder	15.00	27.50	83.0%
Bindery—Men	18.00	35.20	95.0%
Girls	8.00	16.50	106.0%
Mailing	18.00	35.00	95.0%
Paper No. 1 Book Coated	.....	.....	123.0%
Coated	.....	.....	217.0%
Average			109 0%

	Approx. In. over 1914
Postage	200.0%
Engraving—	
Zinc $0.75 min.	$2.75 min 266.0%
Half-tones 2.00 min.	5.00 min 150.0%
Correspondence	56.0%
Art Work	41.0%
Express	35.0%

All these figures show an average increase of 117 per cent. for 1921 over 1914, and this does not take into consideration the increase in the salaries of office, advertising and editorial departments, nor the increases in travelling expenses, in itself a large item for firms that have many men on the road.

We have met several publishers who did not want to increase either advertising or subscription rates.

In some cases they were the only paper in the district, and they feared their customers might think they were taking advantage of the situation to put the screws on them and work the territory for all it was worth.

The community that is being served by such a publisher has nothing at all to fear, and merchants and subscribers there should be in a position to know he is not taking advantage of a monopoly to gather in rates that would not otherwise be possible.

Paying for Service

When an advertising man faces this matter he is fortunate to be able to say, "We are charging you more for your space, but we are giving you more for the money. We have increased our circulation during the year — we are adding to our editorial features—we are taking a bigger and better wire and cable service." Such an argument has strength, and the fact that the publisher is seeking to build a better advertising force for his client is one of such force that it cannot be readily brushed aside.

For the Job Printer

It has been noticed that in several places notices are inserted of bargain prices on job printing.

Mr. Printer, don't do it, unless a real honest conference with your cost clerk and your cost sheets points it out as the proper

thing. Remember, you are working in a high market. There is not the volume of work going through your plant that there was some months ago, and on this account each job must bear a relatively higher share of the overhead. You, too, may be facing trouble over the 44-hour week.

Once you put the price of a job down you have created a precedent. You have given the impression that prices of printing are on the way down, whereas they should stay at their present level if the printing business is going to make a decent living for those engaged in it.

R. T. Porte, writing on this a few weeks ago, says:—

"In matters affecting the printing industry there is absolutely nothing in sight that would make for a reduction in prices of printing; on the contrary there are changes coming that will

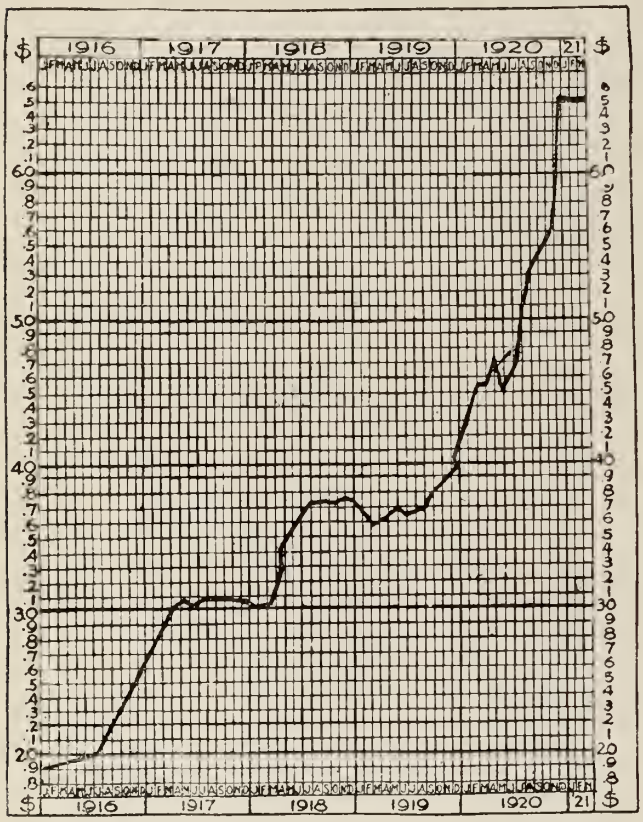


Chart showing the way in which the price of newsprint has climbed since 1916.

either force prices higher or cut into the already too small profits of the business.

"In the manufacture of plant equipment, machinery of all kinds, type, brass goods, cabinets, etc., the cost of raw materials cannot be materially reduced for some years, while the labor costs will remain as they are indefinitely if they do not go higher. With the tremendous foreign demand for all these products the manufacturers cannot be expected to reduce prices for domestic consumption and we can rest assured that they will not.

"The labor situation is certain to force printing price increases and there is no possible chance of labor costs being reduced. The wage scale is being raised all over the country in all departments and as the unions are in position to defend the increased scale there cannot be any wage reduction for years to come. Besides this the 44-hour week is a probability that must be reckoned with. If this is accepted in a small way it must inevitably force an increase in the selling prices of printing. Any tendency to cut prices should be restrained by every individual printer."

We are not contending that prices are up to stay for all time to come, but we are stating very positively that the raw materials of the publisher and the printer are still too high and too uncertain to be changed in the working out of a basis on which to sell your space or printing.

Nelson Wilkinson's Unknown Dead

Here's one they tell on Nelson Wilkinson, when he was managing-editor of the Toronto *World* or it may have been before that time. One of the boys who was on the local staff of the paper then—some years back now—gave it to *Printer and Publisher* a few days ago. It runs like this:

"One of the juniors came in with a paragraph to the effect that an unknown woman had been killed by a street car, and the police had been unable to find out anything about her. He put the item in, and passed on out to sit on the corner of the desk along with some of the others who had wound up their assignments for the evening. His chief business now was simply to be on hand in case anything turned up.

"It wasn't long before he was called into the office, and Wilkinson wanted to know where in—— he got that item, and why in—— he hadn't found out more about it, and why in—— he was sitting on the corner of a desk while the paper was getting ready to announce that it knew nothing about the case.

"The reporter took the item and was in none too good humor. I think he must have gone over to the press club or some such place where he could get a lot of froth out of his system, for I heard part of it, and it sounded something like, 'Whatdoyouknowuvthat. Wansmetuknow althded folks in the city.' Well of course he got little sympathy because the average reporter knows without any argument that the city editor or the managing editor is just another name for slave-driver, and they are always ready to listen to anything any reporter has to say about any or all of them, and then make it unanimous.

"Well, to get along the reporter turned in at the *World* about eleven with one of those 'I regret to report' yarns, and Wilkinson was ready to take his head off when he went to the phone to ask some of his police friends. It also gave Wilkinson a chance for one of his orations about the telephone having spoiled more reporters than it ever made.

"The thing didn't end there, though. Wilkinson called the unknown dead reporter into his office again and told him plain and plunk what he thought of him as a scribe, and ended it all by reaching for his hat and coat and informing the boy that he was going out to show him what real reporting looked like. 'I am going to find out all about that woman, and it is all going in the morning paper, together with her picture.'

"Well, any newspaperman likes the managing editor who is willing to get out and take his chance of being trimmed on an assignment along with the rest of the staff. Wilkinson left the office a few minutes after eleven that night, and things were breaking right for him—at least that's what they call it, although I always have a sneaking suspicion that things break right for the reporter who works and digs. He went up Avenue Road near where the accident happened. One of the undertakers had opened a new parlor there and Wilkinson took a chance on calling there to see if they had heard anything of the accident. He stepped inside the door and there was the woman's son making arrangements for the taking care of the remains. He walked back with him and called at his house to get a photograph. He was back at the office before 12. You should have seen him coming in. There was fight, fun, peace and war all over him as he almost dragged the reporter to his office. 'There's the picture of the woman—there's the details. Now get it over quick, and remember after this that there's no such thing as an unknown dead woman or dead anything else.'"

There was no doubt about it, Wilkinson had put it over like a blanket. He had given the reporter an awful call and what is better he had done the thing he wanted the local man to do.

I asked Wilkinson about the incident a few days ago. "Things broke right that night for me," he laughed. "I was good and sore because the chap was laying down right at the start. He had never made an honest try at that story. That was a good many years ago and police was not as well organized as now, neither was the telephone service what it is now. It was a case of getting out. I was going to start a house-to-house visitation in that section until I found something or had to admit that I was licked and that the unknown dead was right. When I went into the undertaking parlor it was only on a chance as it had not been opened for business in the regular way. Yes, it was a lucky stab to open the door and meet the son of the woman. I got away with it that time, but don't know whether I would care to try a repeat performance or not."

Editorial Men Discuss Problems

Business Papers Hold Session

THE editorial men of the Canadian National Newspapers and Periodicals Association had an organization meeting in Toronto, with the idea of finding out if by a get-together session they could not discuss their mutual problems, and find out how to make use of the experience of others. The outcome was that the best hopes of those behind the movement were realized. No definite move was made toward organizing, but those who were present will be sure to attend the next conference, and the desire to be there is the best kind of organization possible.

Mr. J. Hutchinson, manager of the association, had the details of the meeting well in hand, and speakers had been assigned to various topics, with others to lead in the discussions. The start was all that was necessary and discussion followed, snappy and fresh, with the result that when the evening closed there was hardly a man in the room who had not taken part in the proceedings.

Acton Burrows, president of the C.N.P.A., opened the proceedings, following dinner, by stating that such a gathering could do a very great deal to ban the free write-up, and make it impossible for papers to steal material from other columns where time and money had been spent in its preparation. He instanced several cases where his own paper had been imposed upon in this matter, and warned all present that the next time such a thing happened he would not only expose the paper, but take the matter up with the advertisers of the guilty paper. He believed it was a good thing for the editorial men to get together in this way.

A. R. Kennedy, of *Canadian Machinery*, referred briefly to editorial meetings held in Chicago and New York, pointing out the advantages to be secured from meeting with other men in the same line of business, and passing along ideas. The business press must improve together, and every time a paper became stronger it had an influence on all other papers in the class, and made the business world more favorably disposed toward them all. It was a mistaken idea that any papers had secrets as to how they secured material or news. Methods should be discussed frankly at all such gatherings, as it was in this spirit of freedom and give and take that benefit was to be found.

Following are short extracts from the discussion of the evening:—

Advertise Editorial Contents

Mary M. Murphy, editor of *Everywoman's World*—"Co-operation in this way can do much to raise the editorial standard of our publications. One move should be to advertise the editorial contents of our publications in the Canadian newspapers, and in every way seek to develop here a magazine reading public."

F. M. Chapman, *Farmers' Magazine*—"The business end of our publications should demand a higher standard of editorial excellency." Mr. Chapman believed that the best readers were to be found in the country, where they took time to read deeply, and think over problems that the people in the city would not bother about. So in this way when a writer wanted an intelligent audience, he could get it through the farm press.

Rev. Dr. Duncan, of the Presbyterian Publications, was inclined to agree with Mr. Chapman, and thought the big study of an editor should be to get as close as possible to his readers.

B. T. Huston, *Canadian Grocer*—"If we want to find out what our readers would like to read in our papers, why not ask some merchant to come here and discuss the matter with us? A number of them from varying fields could no doubt tell us what they want to read."

Believes in Canadian Papers

W. A. Lydiatt, *Marketing*—"We should not apologize for our Canadian publications when comparing them with United States products. I know for a fact that we have trade papers in Canada that can put it all over anything published in the United States. I don't know of any way to build a successful paper except from the editorial end. We ought to feel proud of our papers and be stimulated to greater efforts. In this way resources can be pooled in order to raise the standards of our publications."

H. A. Jones, *Canadian Music Trades Journal*—"I have arranged my work so that in future I am going to live on the street as much as possible. From my experience with the plan I believe an editorial man can get more and better material, and he can also find advertising leads for the office. My experiment in getting out and meeting our readers has been a success." Mr. Jones also thought that many of the best ideas in merchandising were to be secured from the small towns, and that much of their material should be directed to help these people, and the way to adjust this properly was by coming in contact as much as possible with the readers.

Build From Editorial Contents

G. B. Van Blaricom, *Canada Lumberman*—"I have been in trade paper work in this city for ten or twelve years, and in that time there has never been a move made to let the editorial men know each other. The relations of the editorial and the advertising departments are very close and they should be recognized by each. If a paper is good then all its departments must be good. Editorial men should spend more time out of doors, away from their desks, and give themselves a chance to become enthused by the viewpoint of the reader. Our papers are of no use unless they are read. I have gone into places where business papers have not been opened, and I tell you that advertising in that paper is no good because the editorial department has not made it good enough to make the subscriber want to open it and read it. Advertising men can give lots of tips to the editorial end and vice versa." Mr. Van Blaricom compared the business paper with the daily press, claiming for the former greater thoroughness, due to the fact that there was more time to verify statements and reports, adding "What is harder to find to-day than yesterday's paper?" There is a charm and an attractiveness about the business press. There are always fresh problems to be solved, and no field has ever been milked so dry that a lot more cannot be taken from it. This is an age of specialization in every line, and it is the most reasonable thing imaginable that the business paper should exist to give information to these specialized fields.

B. G. Newton, *Canadian Machinery*—"In renewing subscriptions we have made use of a questionnaire asking for various kinds of information, and although the percentage of these that are filled in is comparatively small, still it puts us in touch with real men now and then, and is worth while. Editors should not sit inside and imagine they know what their readers want to learn about. They could well tack up that sign that 'Half-soled shoes are better than shiny pants.'"

Rev. Archer Wallace, Methodist S. S. Publications—"A great deal is to be gained when men come together and try to get each other's viewpoint."

Editorial Dept. Not an Expense

DeWitt Hutt, *Men's Wear Review*—"If two men meet and exchange ideas then they both have two ideas. The editorial department of a paper should be looked upon as a revenue producer, for what it makes is sold and it contributes a very great deal to the income of the office. Too often the editorial department is looked upon only as an expense." The speaker also brought up the point of looking after the problems of the small dealers as well as the large ones. He expressed the belief that the papers which would survive were those getting out and learning and solving the problems their readers had to meet.

G. D. Davis, *Hardware and Metal*—"I think we should occasionally have a joint session of advertising and editorial men. We used to argue with our advertisers that we could reach a certain number of readers with their message, but I believe we should get out and advertise our editorial service, and at the same time there should be the greatest care to keep

the editorial service free entirely from any pressure from an advertiser. One of the best ways to interest men who may afterward be advertisers is to get them to read the paper. I can name several cases where our editorial service has been the means of getting big advertisers to read our papers, and place their business afterwards."

Rev. Dr. Haddow, *Presbyterian Witness*—"I have been for almost 20 years in this work in Toronto, and this is about the first time I have had a chance to meet with other editorial men. I have always felt more or less alone, but I shall welcome the chance to meet with the other editorial men again."

W. C. A. Moffatt, *Druggists' Weekly*—"It is not always possible for us to spend as much time out of the office as we should like, but with the principle I am in accord. We get lots of tips from the advertising men who are out on the road, and in turn we try to turn as much information to them as possible. As far as the free write-up is concerned, or as we used to say on the newspapers, 'the bum puff,' it does not exist with us because it is positively against the policy of the company to permit it. That is the best way to stop it."

L. R. Wright, *Canadian Woodworker*—"The editorial contents of a paper can be sold definitely to both the advertising and circulation departments If you are going to run certain articles, in the future, tip off the circulation and advertising departments. They can make good use of the information, and they will appreciate it."

J. L. Wyckoff, *Canadian Grocer*—"Going to the reader has been one of the policies of our paper always, and out among the men in the trade is the place to get information."

Andrew MacLean, of Hugh C. MacLean Publications—"We should have faith in our own papers, and be prepared to go ahead and advertise them more than ever before."

W. A. Lydiatt at this point brought in the idea of adding the expense of the editorial work to the page, and then selling the whole thing. The trouble with the papers here is that their rates are too low. Editorial men should make it a point to see to it that the budget of the firm at the first of the year carried editorial expense, and there should be more spent on this work.

F. Weaver, *Bookseller and Stationer*—He was not quite clear how there could be co-operation between advertising and editorial work on his paper as he represented both ends. Dealers were learning that the business press was helpful. Just that day he had been able to show a salesman a lower price list published in his paper than the salesman had received from the firm.

Get Out and Meet People

Geo. B. Hood, *Canadian Countryman*—"I am sure that this idea of getting out and away from the office is right, and it is the one way in which a man can get a proper analysis of his field and of what his readers want."

Percy Crane, *Canadian Grocer*—"Editorial men can often get closer to the trade than an advertising man, and in this way have a better idea of what is actually taking place. Getting out on the street is the way to get information that is worth while."

J. L. Rutledge, *MacLean's Magazine*—"A good many of the men in the business papers need to be sold themselves on their own proposition. We ought to get the idea that we have nothing to apologize for." Mr. Rutledge referred to his days on the trade papers when the Board of Commerce was issuing orders that no one understood. He claimed the honor of having been able to interpret one or two of these rulings to the trade, something that the rest of the scribes present doubted, holding that they were not put out to be understood.

H. L. Southall, *Hardware and Metal*—"Many dealers when things were going well were not inclined to talk to us very much but since the going has been a little harder, and they are casting about to secure information and advice, they are turning to the business papers. If we can make our papers a clearing house for information that is useful and helpful to the trade, the rest will be easily accomplished."

T. H. Fenner, *Power House*, brought up the matter of editorial men being expected to secure subscriptions, holding the view that when this matter was approached it was harder to secure editorial material.

Several expressed various views on this matter, but the consensus of opinion seemed to be that an editorial man, were he to try and sell a few subscriptions, would have a chance to find out what the people thought of his paper. "I never travel," broke in Acton Burrows, "unless I have a subscription book in my pocket. You can't go out and grab a man, but it is a caution how you can come around to it gradually, and the first thing you know you have him. I enjoy it myself."

Those attending the editorial conference were:—Acton Burrows, *Canadian Railway and Marine World*; Mary M. Murphy, *Everywoman's World*; A. R. Kennedy, *Canadian Machinery*; G. B. Van Blaricom, *Canada Lumberman*; W. A. Lydiatt, *Marketing*; Ben H. Spence, *The Pioneer*; H. A. Jones, *Canadian Music Trades Journal*; D. G. MacInnes, *Canadian Hardware Journal*; Wm. J. Bryans, *The Retail Grocer*; H. L. Southall, *Hardware and Metal*; F. Weaver, *Bookseller and Stationer*; P. A. Crane, *Canadian Grocer*; S. Jennings, *Sanitary Engineer*; J. C. Neale, *Farmers' Magazine*; Geo. B. Hood, *Canadian Countryman*; B. T. Huston, *Canadian Grocer*; W. C. A. Moffatt, *Druggists' Weekly*; DeWitt Hutt, *Men's Wear*; C. F. Hamlyn, *Milling and Grain Journal*; Thomas H. Fenner, *Power House*; J. H. Moore, *Canadian Machinery*; F. H. Bell, *Canadian Foundryman*; F. M. Chapman, *Farmers' Magazine*; G. L. Rutledge, *Farmers' Magazine*; B. G. Newton, MacLean Technical Papers; J. M. Duncan, Presbyterian Publications; Robert Haddow, *Presbyterian Witness*; Archer Wallace, Methodist S. S. Publications; J. L. Wyckoff, *Canadian Grocer*; P. Grant Jones, *Phonograph Journal*; Andrew D. MacLean, Hugh C. MacLean Publications; G. D. Davis, *Hardware and Metal*; H. D. Tressider, *Printer and Publisher*; L. R. Wright, *Canadian Woodworker*; O'Hagan, *Commercial Press*.

Memories of T. C. Dean

Editor, *Printer and Publisher*:—

Sir—I was interested in the clipping from the Tara *Leader* in your last Number about the late T. C. Dean. When he resided in Drayton I dropped into his printery on several occasions, once as a printer, and once as a farmer. As a young printer I took in all I could see, that was spread over the interior of the room. A printing press being generally the largest implement in many of the junk piles, the one T. C. used was not so conspicuous as many others, but it was certainly one strange looking contraption compared to a Washington.

His was a real home-made affair. It was a dry-goods box; the top was off, and down inside was a smaller box or two on which rested a small tombstone. This bed was large enough to print a ½ sheet poster (18 x 24.) He published a four page paper—one page at a time was printed on this press(?).

For a cylinder he used a small cylinder about 6 inches in diameter, covered with a piece of tweed suiting. The extension on each side of cylinder rested on the upper sides of the box. The type was inked with a brayer, a small hand roller; the stock was folded—as only one page could be printed at each impression.

The folded sheet was laid on the page and the cylinder jogged over. It was some joke of a press. He didn't use a 24-in. wooden stick for his poster work. Instead he brought the case over to the press and picked the letters from it, and placed them side-by-side on the bed of the press. The quad and space box was filled with bits of reglets, wood chips and bark of trees. I was sure very much interested in the plant.

I also observed a funeral card (paper) embellished with a line of tassel border—printed in dark blue ink. A sale poster caught my optics. The date line was another sample of the man's ingenuity. He was short of figure 8's in a 6 or 8 line, Roman-like display line. But he overcame the shortage by placing four parentheses together, of a smaller letter, thus making a very conspicuous figure 8. I remember this poster being up in the Toronto *Telegram* composing room for several years.

T. C. had the contract to print the county council proceedings in pamphlet form. He used old-style pica, 26½ ems wide. The matter was used to fill up the pages of the paper while he was on the job. By the way, the body type of the paper was all set in old style pica. One issue appeared with the double column minutes on the front page. The column was filled up tight. At the end of one section was the word "Carried." This line wouldn't come into the column, so T. C. just put it at the top of the next column in 13 ems with a cut-off dash or rule after it.

Yours sincerely, CHARLES HYNDS.

Heaped Ridicule on Mechanical Type Setter

Old Timers Said It Could Not Be Done

In this chapter we spend another half hour with Friend C. W. Young starting where we left off a month ago in New Orleans. This was in the time of solid pages, nothing more furious than 12 pt. heads. Even as far back as 1864 they were talking about the coming of the typesetting machine, and of course it was decided that it couldn't be done. The old comps. knew, of course they did, that there never would be a mechanical contrivance walking around the office setting type. But while all the "can't be done" ideas were being spread around, keen, patient minds went ahead and did the thing.

THE newspaper men of the South were quite as resourceful as those of the North, and could do some pretty clever stunts on occasion, as when the Picayune sent a number of printers with full cases over to Mobile on a steamboat, to set up the President's message received from Washington through a battery of despatch riders, and had it all in type and locked up in forms by the time the boat reached the Crescent City. That was of course before the days of telegraph, but was still talked of in the Picayune office in my time as a wonderful performance, which it undoubtedly was.

Paper was dearer and smaller type was used in consequence half a century ago than in these latter days, nor were there any elastic presses to allow of extra sheets ad lib. There were no huge heads nor stud horse type, such as disfigure modern newspapers, and most of the journals in the United States were set in nonpareil and agate, with brevier editorials, but while we could run up a big string the small type was hard on the eyes, especially with inferior light such as we used to have to put up with. We used to have deep pans, which held an even thousand of agate, news measure, and the two-line letter and line of caps and rule made a take of small ads. about as fat as any copy that usually came our way. The display heads and ads were all set by the piece, and most of the papers having a distinctive style of their own, these were looked after by an ad. man and a helper, who made big wages, and any man who was called in to help them was sure of a good week.

A Thousand is Good Going

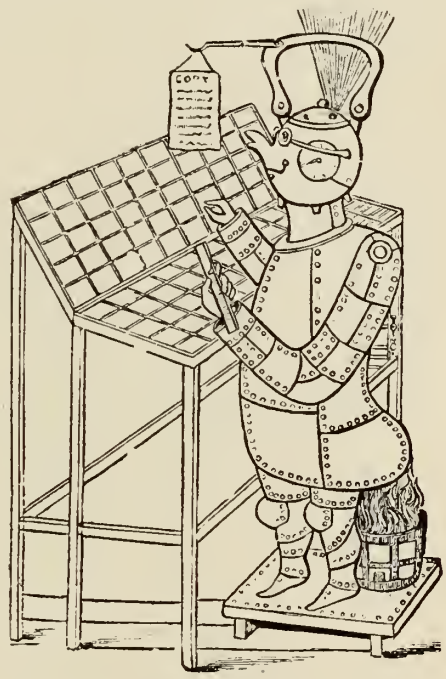
A thousand an hour was a big average for a compositor — more set less than more, and there were several hours of "dis" which you had to do for yourself or pay for it at 33 1-3 percent. Every office, however, had one or two "fast crabs" who were good for 1,500 or even more. In New Orleans 7.7 (thousand) counted $5, and if a man didn't get that or more in a night he didn't think he was working. The fastest comps. had the slowest motion, but they always knew the letter they intended to pick out of the case and never missed. They knew just where the line would end and seldom had to use more than a thin space or substitute an en quad for a space to complete the justification.

The most-talked of steamboat on the Mississippi in the late days of steamboating, barring the *Lee* and the *Natchez*, which had races from New Orleans to St. Louis and on which hundreds of thousands of dollars were bet, was the *Great Republic*, which expressed the last word in comfort and luxury and had the distinction of printing a daily newspaper on board. The ambition of every printer was to get a trip on this big boat from Pittsburg to New Orleans, or in the reverse direction, as the travel was free and the grub was good, and if he did have to set a few thousands he got a fine holiday and the best of company.

That Noisy Old "Dis" Hour

If any one accustomed to the quiet of a modern composing room, where almost the only sound is the click of the mats as they fall from the linotypes, could revisit an old time daily office during the "dis" hours, he would think he was in Babel indeed. The time didn't belong to the boss, and every subject under the sun was discussed. We used to have great talks about type-setting machines. In the middle sixties somebody in the Queen's Printing Office at Ottawa was experimenting in that direction, and whenever we heard anything about the machine, the talk would begin all over again. The general verdict was that it would be impossible to make a machine that could think and whenever a fellow said that it was a knock-down argument.

My recollection is that the Ottawa experiments were not directly successful, but led up to the Monoline. The first machine to be used to any extent in Canada, however, was the Rogers Typograph, and one was on exhibition at a press association meeting in Toronto, and the minutes of that year's proceedings were set up from typograph slugs. It set type or rather made slugs after a fashion, but was far from perfect. The Typograph was manipulated in Toronto by a man named Evans,



The Great American Steam Type Setter

How the coming of the typesetting machine was ridiculed by the trade.

who came to be very well known to the printing trade, He followed its fortunes for many years until it got to be a fairly workable machine, and sold them to many Canadian printers who used them till they got something better. The Typograph was finally absorbed or forced out of business by the Linotype. Its best feature was the expanding space, which tightened the lines of mats automatically. Evans told me one time that this device was invented by a school boy who used to hang around the factory in Windsor. The Rogers people had offered a reward of several hundred dollars to any one who could invent such an improvement, and the boy got the right idea and the money.

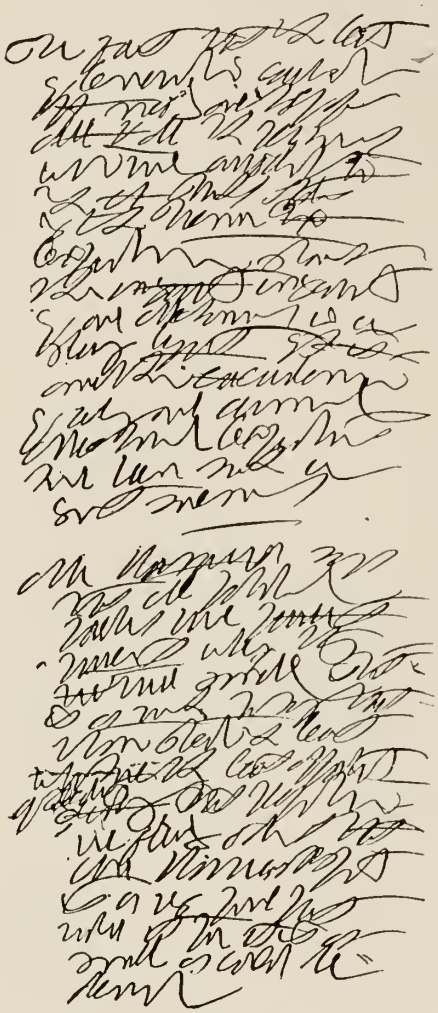
Then Other Kinds of Machines

The Monoline had its first try-out in the office of the Montreal *Herald*, then run by Maclean, Roger & Co., formerly Queen's Printers at Ottawa, and the ease with which the slugs

were handled appealed to every one who visited the office. In many respects it was a better machine than the Typograph, was faster, and was fairly well liked till the Linotype came into general use. The Linotype swallowed it at last.

The Simplex was used a good deal in the United States but not much in Canada. It actually set type, which was delivered in long lines on a galley and had to be justified by hand. It was a terror to break type, and though the product was good it was slow and expensive to operate.

Manuscript.



Translation

The fact that the city of Cincinnati carried off nearly one half of all the prizes which were awarded to the United States at the Vienna Exposition shows the ingenuity of our mechanics in a strong light. It is another evidence of why our annual Mechanical Expositions have been such a great success.

Mr. Hassaurek says that all political parties were purest when they were small. That is as much as to say that those steal the least who have the least opportunity of stealing. This proposition we freely admit. Mr. Hassaurek's party is a very pure party indeed, as it is as small as could be desired.

The oddest machine I ever saw was in an American office. I watched it through a window until curiosity took me in to ask questions. The operator stood at an ordinary case filled with type and picked up the letters with both hands and threw them into a funnel, where they righted themselves and were automatically arranged in lines as in the Simplex but had to be justified in a stick. I don't think this machine ever got beyond the experimental stage.

Then there was an English Typecaster, of which the Monotype is no doubt a lineal descendant. One of the New York papers, the *Sun*, I think, had a battery of these machines.

Not having practical experience with the Monotype I am not in a position to give any opinion about it. It does good work, however, and printers who use it like it.

The Canadian Linotype

The high cost of Linotypes scared most Canadian publishers from using them for a good while until they couldn't get along without them. There was a Canadian company in Montreal, of which Mr. Flint was the moving spirit and sold the machines all round the world, until the business was taken over by the American company. The Canadian machine was essentially a good one. Probably more Linotypes are used than any other style of machine, and with the numerous improvements that have been made there is no kind of work they cannot carry through.

It is generally talked of among printers that the Intertype was got up under instructions from the late Herman Ridder, of the New York *Staats Zeitung*, with the idea of supplying the German market, but about the time it got well started the war came, and Herman's company turned to making munitions of war for the Allies. On his death a new company was formed, and with abundant capital behind it the Intertype has made a place for itself.

As an illustration of what old printers thought of type-setting machines, I have cut the annexed from an old scrap book of date about 1874.

Editors are Great Writers

Naturally a printer who has followed the game for over half a century has seen some pretty tough specimens of handwriting. Of all the editors I ever knew I think George D. Bloss of the Cincinnati *Enquirer*, turned out the most illegible manuscript. I had some reputation as blind reader, but must confess Bloss' copy was a sticker. They used to say that Bloss kicked the inkbottle over on to a sheet of paper and called it copy, but that was probably a libel. At any rate there was one comp. who could set the stuff, and it was all turned over to him, at double price. Nowadays Bloss would dictate his lucubrations, but the typewriter was not in general use in 1872, when the illustration shown was made from a piece of Bloss' copy and published in a printer's magazine.

I recall that on one occasion when I was on the staff of the New Orleans *Picayune*, I attended a meeting of the directors of the Cotton Exchange. The President had been called to Washington unexpectedly, but had left a written message. The secretary tried to read it but confessed he couldn't do so, and passed it down to the press table, as we were supposed to be experts. It puzzled us, but I told the secretary that if he would have the meeting adjourned till next day I would give him a proof of the document. The manuscript was sent up to the composing room and cut up into small takes and distributed among 20 or 30 compositors. It was then read by copy in the proof room, and submitted in galley form to the Cotton Exchange next day. When the President came back, it was told as a good joke on him, but he said the printers had got pretty near what he had to say.

He Dictated Editorials

A very picturesque figure flashed meteor-like over the United States in the middle sixties and for a good while after that, in the person of George Francis Train, whom I first met in Omaha, then in Chicago, again in New Orleans and New York, and last of all in Chicago once more in the World's Fair year, when all the living celebrities turned up at one time or other. Train was the organizer of the Credit Mobilier, by which the building of the Union Pacific Railway was financed, and made a pot of money, but later fell on evil fortunes and went a-lecturing. He was a very whirlwind of words as well as of action, and one of the best stenographers I ever knew, Henry O'Loughlin, who followed him through the South, said he might as well try to shorthand a streak of lightning. The reason I have lugged him by the ears into these notes is that I might quote the characterization of Train, made by George D. Prentice, of the Louisville

Courier, a predecessor of Henry Watterson, which is at once a model of description, condensation, punctuation and careful phrase-making. Prentice used to dictate his editorials, and had as his amanuensis a very clever newspaperman named Will Visscher, who latterly hailed from Tacoma. In 1893 he was a welcome guest at all the World's Fair banquets, and was invariably called upon to tell how Prentice dictated. Here it is, as he delivered it one evening at the Whitechapel Club:

"Fist. A locomotive that has run off the track, comma, turned upside down, comma, with the cowcatcher buried in a stump and the wheels making one hundred revolutions a minute. Full stop. Kite in the air that has lost its tail—dash—a man who climbs a tree for a bird's nest out on a limb, comma, and in order to get it saws the limb off between himself and the tree. Full stop. A ship without a rudder—dash—a pantomime of words—dash—the apotheosis of talk, comma, the incarnation of gab. Full stop. Handsome, comma, vivacious, comma, muscular, comma, as neat as a cat, comma, clean to the marrow, comma, a judge of the effect of clothes, comma, frugal in food and regular only in habits. Full stop. A noon day mystery—dash—a solved conundrum—dash—a cypher hunting for a numeral to pass for something, semi-colon; with the brains of twenty men in his head all pulling in different directions; semi-colon; not bad as to heart, comma, but a man who has shaken hands with reverence. Full stop. Such is George Francis Train."

Spent a "Do You Remember" Evening

Winnipeg Free Press Graduates

THE departure of Walter F. Payne on a tour of Scotland with Canadian curlers, a few weeks ago, gave opportunity at a complimentary dinner to call the roll of many who had been on the *Free Press* in years gone past, but who had gone to other places or to other lines of business. After the guests had paid tribute to Walter Payne, the meeting turned into a testimony affair.

The "Do you remember the time" reminiscences followed and as other old *Free Press* men were recalled the list grew to considerable proportions. The names of those who telegraphed were entered on the address and all those present signed, and as the signatures were read over, the record of *Free Press* old-timers proved an interesting one. First there was George Ham—Col. Geo Ham, known from the Atlantic to the Pacific, and like Mr. Payne a maker of friends. It was said that George Ham had retired from the C.P.R., but this was disproved. Lord Shaughnessy himself had declared that he and George Ham would retire together, but both were still in harness.

And Frank Mantell, deputy minister of agriculture for the province of Saskatchewan, who went West in the great adventure. Mr. Morden; everybody always called him Mr. Morden, grew grey in the *Free Press* service and passed away with the reporter's pencil still in his hand.

H. M. Hueston and Allan Holmes; publishers now with a daily paper of their own. Hueston had been night editor years ago and Holmes city hall reporter. Now they own the Prince Albert *Herald*, a brisk daily paper in northern Saskatchewan. George Saults had gone into job printing, and is now president of Saults and Pollard. G. F. Chipman had gone to the Grain Growers' Guide, of which he is now the managing editor.

Not all stayed in the newspaper game, however. W. J. Healy became provincial librarian for Manitoba; John Riddington librarian in the university of British Columbia; Sam Greenway registrar of the University of Saskatchewan; Philip Purcell is now King's Printer for Manitoba, and Jack Macdonald publicity commissioner for the same province. Dr. D. A. Stewart is medical superintendent of the Manitoba sanitarium at Ninette, and R. M. Matheson crown prosecutor at Brandon. All these are old *Free Press* men, and there are more besides.

Robert Thoms is manager of the American Type Founders company; H. J. Hardie of the Toronto Type Foundry. W. F. Kerr is Red Cross commissioner for Saskatchewan; Herbert Howard, publicity manager of the Winnipeg Electric railways; E. H. Scott with the advertising department of the T. Eaton Co. T. Wayling had been recently appointed secretary to the Hon. T. A. Crerar. E. A. Blow is now publicity commissioner for the National railways. On the *Grain Growers' Guide* with Mr. Chipman are John Ward, editorial writer, and Archie Dale, cartoonist.

Ottawa had taken several *Free Press* men. H. E. M. Chisholm, is special correspondent of the *Free Press* at the capital; Mike Shea in charge of the Ottawa bureau of the Canadian Press, Ltd., and Tom Shea on the same staff, as well as L. E. Brindley and W. Van Allen. Ernest Beaufort, formerly dramatic critic of the *Free Press*, is also at Ottawa. Jules L. Steele is dramatic editor of the St. Paul *Pioneer Press*, and on the same paper is Luman Spehr. A. E. Darby is editor of the Regina *Leader*, with Miss Dora Dibney as telegraph editor of the *Leader*. W. H. Belford and C. V. Combe are now on the editorial staff of the Winnipeg *Tribune*.

L. H. Stanton went into the automobile business and is factory representative for Western Canada for the Dodge Bros. car. A. E. Boyle, after service with the Winnipeg board of trade, joined the staff of the Crescent Creamery. Grant Dexter is also in business in Winnipeg. J. S. Evans is secretary of the Winnipeg real estate exchange. Alex. Ritchie is assistant bookkeeper in the department of education; Alex. Shaw is in Vancouver, Chandos Brenon in the movie distribution business in Montreal.

And so on and so forth; names without end. Most of them had started out on the first rung of the ladder with Walter Payne's assistance. In addition to the list of staff men there were a host of others so numerous as to preclude their being notified in time. These included many young college students who, working their way through college, received advice and assistance from the friendly news editor of the *Free Press*. A letter was read yesterday from one of these: D. G. Charleson, who now lies disabled in hospital at Ninette, the result of overseas service, but who managed to write and join the other *Free Press* men in doing honor to Mr. Payne, whom he personally thanked in his letter for the goodwill shown him when on the *Free Press* staff. And from what was said yesterday the opinion prevailed that "When a feller needs a friend" there's always Walter Payne.—T. W.

Reporters Meet in Toronto

The Chartered Stenographic Reporters' Association of Ontario resumed the monthly social and business meetings at the St. Charles Hotel, Toronto. Mr. Robert S. Stonehouse, president of the association, presided. After an enjoyable dinner final arrangements were made for the annual examinations for the C.S.R. diploma to be held in March. Mr. Ernest Neild is chairman and Mr. Sydney W. Brown, secretary of the committee, in charge of the examination. A communication from the president of the National Shorthand Reporters' Association intimated that the annual meeting of that association would be held at Niagara Falls the latter part of August. A special committee, with Mr. Thomas Bengough as chairman, and Mr. Walter Breckell, secretary, was appointed to co-operate with the committee of the association in the event of that body visiting Toronto. It was suggested that owing to the superior facilities which Toronto affords the annual contest to determine the shorthand championship of North America for speed and accuracy, which forms the great attraction at the annual gathering of the N.S.R.A., might be transferred to Toronto.

Can Reduce Mechanical Cost Per Page

By J. L. Pepper

WITH the abnormal increase in the cost of newsprint and newspaper production, it is surprising to see how few publishers throughout the country keep an accurate system, showing the per page cost of their various departments. From the manner in which mechanical costs have been allowed to mount up, one gathers the opinion that these increases are regarded as inevitable. This is not so, as I shall endeavor to point out, and in numerous cases the introduction of a few inexpensive changes here and there, along with new ideas, will work wonders in your composing room cost.

Wage increases for the past few years have amounted, in round figures, to one dollar and a half per page, while the mechanical cost, instead of increasing a like amount, has gone up three, four, and in some cases five dollars per page.

There are several reasons why this condition exists, but a gradual slowing up on production from each employee is the principal reason, coupled with the fact that there also has been a general decrease in the efficiency of the department. Every employer knows when help is scarce, production generally is not as good as when there is no scarcity of labor.

J. L. PEPPER

The right kind of equipment plays a much more important part in the increasing of production than the average employer is aware of. Of the four items of cost—equipment, methods, material and men—I would put them in the order named to cope with the conditions in good or bad times, that is, when there is plenty of help to be had or when there is a scarcity of labor.

Equipment.—There is altogether too little attention given to the right kind of equipment in a newspaper composing room. The old adage that "a good workman never blames his tools" is a farce. Thousands of dollars have been spent on composing room equipment that does not suit the individual needs of the plant, and the result is that workmen are blamed for under-production when the real reason is "wrong equipment." There are very few newspaper or job composing rooms "over equipped" but there are hundreds of them "wrongly equipped."

Methods.—Your equipment, to a large extent, governs your methods in your machine, ad or make-up department. Methods in a newspaper composing room control costs!

Among the many labor-saving systems introduced in the newspaper composing room in recent years is the non-distribution system, where all type and spacing material is remelted with the body type matter, resulting in economy of operation. The equipment that goes with this system must be right; the arrangement must be right, otherwise there are leaks that tell in your mechanical cost per page. Sometimes two or three extra ad. men are necessary in a poorly arranged non-distribution composing room over a properly arranged one.

Time Saved or Lost

The make-up truck on daily newspapers is time-wasting and inconvenient. Steel make-up tables, with overhead lead, slug and rule racks and storage capacity underneath, are much more desirable than "turtles" and will save several minutes on every page sent to the stereotyping department. They are used by the newspapers who have investigated them as compared to make-up trucks, but still there are hundreds of employers in Canada who still use the "turtles," losing money on every page issued.

Most make-up men and foremen favor make-up trucks to steel make-up tables, for the simple reason that they have never used the latter and some newspaper printers have never seen them. However, it has been demonstrated by a great many newspapers that the steel make-up table is a money-saver, a space-saver and that workmen prefer it to make-up trucks so much so that they would not care to use "turtles" again.

The arrangement and use of steel make-up tables is of course an important matter. There is a place for everything, and everything should be kept in place. The proper use of make-up tables will reduce your mechanical cost per page a great deal more than most publishers have any idea of. They will change old-idea make-up methods to modern time-saving methods.

Have Plenty of Material

Material.—The third item of cost, material, is something that many newspaper proprietors neglect. Insufficient base material is a common complaint in many newspaper composing rooms. This is very often a matter of simply having your stereotyper cast up a further supply and saw them up to proper widths and lengths.

It is very important that all material is ample and properly located so that compositors are not handicapped on production. An abundance of material of all kinds, and conveniently placed, will reduce your mechanical cost per page in the composing room.

Men.—I have placed men as the fourth item of cost, not because they are the least important, but because without the other three items—equipment, methods and material—men would not be required.

It is my contention that with the proper equipment, methods and material, under-production would not exist, even with only average executive ability on the part of the foreman.

There is little desire on the part of an operator, ad man, make-up man or any other employee in a newspaper composing room to under-produce. A printer, whether an operator or a hand compositor, produces as a general thing only according to the equipment he is given and according to his individual ability as a workman.

There is so much that is new in recent years in equipment, methods and material that it is important that every newspaper publisher first makes sure he has the right man in charge, and then that his executive has every opportunity to keep up to date, so if it is possible for him to reduce the mechanical cost per page through modern methods, he will have it done.

It would be well for newspaper publishers of Canada to compare their mechanical cost per page, with a view to effecting economy of operation. I make this suggestion from a knowledge of the great variation in page costs of representative newspapers in Canada.

On a daily newspaper, publishing on an average of 72 pages a week, a decrease on the mechanical cost per page of two dollars means a saving of $7,488 per year to the publisher.

Newspaper publishers cannot, seemingly, control the cost of newsprint, but they can at least reduce their mechanical cost per page to an economical basis by applying efficient methods of operation.

Pay Bonus Where Earned

Two hundred and eighty-two men and women employed by the Babcock Printing Press Manufacturing Co. experienced an illustration of the real Christmas spirit, when the company distributed cash bonuses to all. The money paid to the employees was in sums based upon hours saved through intelligent effort and better team work. In the workshops, 251 benefited and in the office and engineering departments there were 31 who received extra pay in their envelopes.

Prepare In Advance To Sell The Space

How 216 Columns Went In One Edition

THIS story was timed for the last issue of *Printer and Publisher*, but unfortunately was not available at press time. When the Christmas Shopping Edition of the Oshawa *Reformer* came in, *Printer and Publisher* wrote asking how forty pages were secured, containing 216 columns of advertising. Arthur Alloway, editor and manager of the *Reformer*, tells the story as follows:

Editor of *Printer and Publisher*:

Sir:—I am glad to accept your kind invitation to write you something as to how the *Reformer's* "Christmas Shopping Edition" of 40 pages was put over. I do this because I value so highly the experiences of other publishers as reported in your paper from month to month and it may be that the story of this special effort of ours may be of use to someone else in the same way.

We did not really set out to sell enough advertising for 40 pages. We said we would be well satisfied if we got out 24 pages, which would have been eight more than normal for our Thursday issue during the Christmas season. When our selling of space was fairly under way we told ourselves that perhaps if we made a special effort we might reach 32 pages and then we got so busy we did not really stop to count up until we could not take any more copy. And when we stopped because we had to and made up layouts, each of eight pages, for our Duplex press, we found that we needed five sections, or a total of forty pages to carry the business. The next thing was to get it out, but that is another story. In case I do not get a chance again, however, I want to say that thanks to the loyalty and perseverance of our mechanical staff we did get it out, and well on schedule time, in addition to printing our usual 8-page Tuesday issue and 8-page Saturday issue, making a total of 56 pages for that week.

SUGGESTIONS

In this story the point is brought out that has been emphasized in PRINTER & PUBLISHER many times, viz., that selling space must be done in a more definite way than usual. Have a suggestion of an ad. for your merchant —let him have a chance to see what it is going to look like, especially if he is a non-advertiser or a small user of space. Preparation makes the "going" much easier for the publisher. Try it and be convinced.

Getting Ready

In getting out a special issue or even a special page feature I believe there is nothing pays so well as adequate preparation. It is all very well to go to a man and tell him you are going to issue a special something-or-other, but there is not one out of ten merchants who can visualize the thing for himself, without the aid of something in the way of a plan or "dummy" that will convey the right impression to him. In this instance, therefore, we spent considerable time in preparatory work before canvassing a single prospect. We made up a dummy of heavy book paper, put a tag manilla cover on it to protect it, trimmed it to full page size, and began to illustrate it ready to show to the merchants.

The Value of Cuts

Here is where the value of a good cut service comes in. We subscribe to the Ad Art Service—there are a number of other good ones—and we get the complete service in mat form, casting the cuts in our own office as they are called for. All that is needed is a casting box (we bought one second-hand that gives fairly good satisfaction) and a fair amount of practice and patience in the work of casting. The Ad Art people supply us every week with six proofs of the entire service for that week and for Christmas use they got out some excellent ideas. We clipped these sheets up and pasted them in our big dummy, mapping out generous spaces, numerous full pages, six columns, five columns, etc. In many cases we wrote in suggested headings in connection with the cuts. Often we had some particular store in mind when doing this. For instance we laid out in some detail a full page ad. for a merchant in a certain line, feeling confident we would sell it—and we did—to a merchant that is a very conservative advertiser generally and undoubtedly would not have considered a full page if we had not had something pretty good to show him in the way of a suggestion. We fixed up a good many pages of our dummy in this way, drawing pencil lines around the spaces, generally putting only one, or at most two, on a page.

The Actual Selling

In connection with the actual selling of the space I must give the greater part of the credit to Mr. H. J. Davis, our valued reporter-advertising man, whom most of our advertisers know familiarly, as "Hiram." Naturally enthusiastic, Hiram waded right into the task and was on the job at all hours, seeing merchants in their stores at night in many cases. In the main we found it good policy to stick to one line of business until we cleaned it up. For instance we sold half pages or more to each of the five jewelers in town. These were sold almost consecutively.

But the first man we saw was the Leading Merchant in town. At first he did not want to see any special numbers, but we persuaded him that there really was not anything very special about it, "just a little co-operative effort on the part of the merchants to show people that they could do all their Christmas shopping in Oshawa to even better advantage than they could in Toronto," etc. Also that there was no charge whatever for just one little peep at the imposing looking prospectus we carried under our arm. Well, the full page arrangements were attractive, there was no disputing that, and in about five minutes we were on our way out of the store with our chest out and the rubber stamp of the Leading Merchant imprinted on one of the full page layouts that took his fancy. We had made a start and in getting out a special number a good start is of the greatest importance.

Exciting Curiosity

The big dummy was a great factor in exciting the curiosity of many of the merchants. "Well, what have you got now?" was a customary greeting. "Oh, just a little idea that occurred to us in connection with Christmas business," was our casual reply, and we would then go on talking about the weather for a few minutes to make sure that our prospective customer's appetite was sufficiently whetted. Finally, for fear that our p.c. might attempt to take the dummy away from us by force, we would reluctantly show it to him—and generally take his "space reservation," which was accomplished by getting him to put his rubber stamp or write his name in the space selected. Ordinarily it is not good business to tell one merchant what another is doing in the way of advertising in advance of publication, but in the case of a special issue there is not the same objection to it. At least there is no harm in showing the size of space a merchant has reserved and we heard no objections or criticisms on this score. It goes without saying that it is of very considerable help in selling other merchants to follow this plan. Nothing succeeds like success and if you have signed up four out of five

in one line it is a pretty safe bet the fifth will not want to stay out.

"Where's the Reading Matter?"

Our dummy was so laid out that it did not appear to leave much space for reading matter and some merchants very naturally asked us where it was to be. We told them frankly that there would not be very much, just a column or so here and there; that the issue was a business proposition, without any frills, from start to finish. Of course we had our regular mid-week news budget and in addition a few Christmas poems and stories but no more than was needed. Of the 280 columns of space in the issue 216 were paid advertising. There was a three column ad for ourselves, and the balance of 61 columns or less than 22 per cent. was reading matter. On the front page we had the words "Christmas Shopping Edition" in large type across the top above the name of the paper. We also had on the front page an index to advertisers and two columns of editorial, set in 10 point double measure on such subjects as "Selecting the Gift," "Don't Overlook the Children," "The Third Peace Time Christmas."

On the first page of one of the sections we had a "Christmas Shoppers' Guide," being a list of all sorts of articles for every member of the family. This was a popular feature with both readers and advertisers.

A Variety of Business

In order to get 216 columns of paid advertising in a town of 12,000 people, with only a fairly good business section, it goes without saying that we secured the co-operation of a large proportion of the merchants representing a wide variety of merchandise. The following table will give some idea of this:

Line of Business	*No. of Advts.*	*Total Inches Space*
Automobiles	2	287
Books and Stationery	3	183
Boots and Shoes	3	284
China Store	1	36
Cleaner and Presser	1	16
Confectioners and Bakeries	4	190
Drugs and Toilet Articles	1	144
Dry Goods and Ladies' Wear	7	548
Electrical Goods	4	293
Furniture	1	123
Grocers and Butchers	6	317
Hardware	2	32
Jewelers	6	422
Life Insurance	1	60
Men's Wear	4	378
Musical Instruments, Records, etc.	7	614
Photographers	2	8
Specialty Store	1	72
Totals	56	4007

The foregoing were all strictly Christmas advertisements, most of them being sold on the strength of our Christmas Shopping Edition. Included were ten full pages, three ads. of six columns, and nearly a dozen others half page or over. The regular advertising (not Christmas) in the same issue amounted to 429 inches, making a total for the issue of 4,436 inches or approximately 216 columns.

Principle Applies Anywhere

I do not want it understood that I consider there was anything very remarkable about the size of our Christmas Shopping Edition, though it took over a ton of paper for our run, but the important point is that the same principle that we worked on can be applied anywhere. Back of our selling effort was adequate preparation resulting in concrete suggestions and back of both was a sound idea—the idea of a co-operative effort on the part of the merchants to produce more Christmas trade and keep it at home.

Some may ask why the same amount of extra business could not have been secured and spread over the month, a page or two at a time. There is no doubt this plan would be much more desirable if it could be depended on to work out that way. But the trouble is it does not. There always are some people who would prefer to have someone else do their thinking and planning for them. They also prefer to come in on a special number when many others are taking space in the same issue. It is somewhat a case of bringing out the band to arouse and enthuse those who have not enough enthusiasm within themselves. The special number, when based on a sound idea, serves a useful purpose also in stimulating exactly the same class of people among the buying public as the merchants referred to. Many people are slaves to anything big—a big city; a big crowd, a big store, a big newspaper—and to them the special number makes a strong appeal. Another point in favor of it is that it gives added prestige to the newspaper turning it out. One man remarked to me the next day, "I had no idea you could turn out such a big paper." It pays to be known in the community as an enterprising newspaper that is always "doing things." At the same time it is not well to overwork the special issue idea, for like many another good thing it can be overworked.

"PUT ME NEXT!"

BY MABEL HAUGHTON COLLYER
In *Leslie's Weekly.*

Sadly blinking, I was thinking
Of that dim and distant day
When the modest advertiser
Humbly sang his little lay:
"Do not stick me in some corner
Of your magazine," he plead,
"Put me next to Reading Matter
Where I'm sure of being read!"

Advertising now is rising;
For the artists of to-day
Make their wages from the pages
Where Big Business has its say.
There is glory in a story,
But the clever author gets
Honest dollars boosting collars,
Chewing gum and cigarettes.

So the blighter of a writer,
Who would fame, not fortune, gain,
Humbly pleads for recognition
As he chants this sad refrain:
"Put a corset down my side line
And a shampoo on my head—
Put me next to Advertising
Where I'm sure of being read!"

He Did Not Get Free Space

The Packet Publishing Co., of Minto, Man., received a letter a short time ago from the Western Canada Automotive and Equipment Show at Winnipeg. The letter, which was accompanied by a good six inch reader, said:

"We hope you will arrange to give this Exhibit all the publicity possible as it is by this means we hope to stimulate a large increase in the sales of auto accessories, which will result to our mutal benefit. May we look to your hearty co-operation?"

To which the *Packet* promptly replied:—

"W. L. Williams, Esq.

"Sir,

"Your request for all the publicity possible for Exhibit re Western Canada Automotive Equipment show, to hand.

"We hope you understand that newsprint has again advanced and that giving free publicity to events such as mentioned in your letter does not add very much to the printer's bank account.

"Of course, if you wish article sent to run as paid advertising, our rates are 50c per inch.

"Yours truly,
"PACKET PUB. CO."

Typothetae Survey Made In Winnipeg

Comparison of Canadian Centres

THE recent survey of the printing industry in Winnipeg by special representatives of the United Typothetae of America has recently been completed, and we are privileged to present a resume of the report in this issue. A careful perusal of this survey will be most illuminating, and from the general expressions of satisfaction made by the employing printers of the city, there is but little doubt that much good will result from so frank and thorough a review of the exact state of the industry in Winnipeg.

The survey was made by W. A. Sutherland, J. W. Strong and K. A. Estey, and following is a summary of their report after the survey was completed.

"In order to learn the conditions of the Printing Industry in Winnipeg, four questions were asked: Mechanical Pay Roll, Overhead or General Expense, Materials and Outside Purchases that were used in the production of matter in the period of the survey and the Sales. Unfortunately, owing to weak and inefficient bookkeeping methods in a few instances, all offices were not able to answer all of these questions.

"Most plants, however, were able to give the data sought with the exception of the General Expense or Overhead subjects. However, by using the law of averages and using certain percentages, we were able to supply the missing figures, so that the totals shown are substantially correct and will vary only a small amount from the actual figures if it were possible to obtain them.

"It was noted, during the census and survey, that a considerable increase in mechanical pay roll was manifested due to the increase in the wage scale during the middle of the present year and retroactive to the first of the year, hence the inflation of that particular item in the case of each chart, as against the more evenly running condition of such item had it been other than a lump increase.

"Nevertheless, such increase in the pay roll necessitated the possible increase in that item by departments in the finding of the costs of production in each department and would have been properly and profitably returned to the shops concerned had they *all* operated their business upon a sound system of costing, wherein not only would each item of pay roll division and operating expenses have been nicely distributed but also a complete and accurate record of the chargeable hours in each department had which, when properly divided into the actual maintenance cost of each department, would have given us our true cost per chargeable hour in every case and thus the matter of selling such time would nicely take care of itself."

These are points demanding the utmost attention by every shop in Winnipeg. They concern the so-called "small" shop as well as any others.

Persons Employed

Hand Composition Department	220
Machine Composition Department	72
Press Department	224
Bindery Department	343
Total Shop Employees	879
Office	162
Total Employees	1,041

Of which total we find that 53 are apprentices.

This chart shows the number of persons employed in the various departments of the trade.

Using the generally accepted rule of one to five we find that practically 5,200 persons are dependent upon the printing industry for their living.

13 Plants With Sales Less Than $10,000

Physical Investment $66,802.

Mechanical Pay Roll	$40,954
General Expense or Overhead	29,455
Materials used	24,066
Total Cost	$94,475
Total Sales	88,659
Loss on Cost—6% plus	$ 5,816

6 plants show a profit.
7 plants show a loss.

From these figures we see that this group of printers sustained a loss of $5,816 on the cost of doing business. It is interesting to note that not all plants in this group lost money. In fact 6 plants showed a profit ranging from 7 to 13 per cent.

9 Plants With Sales From $10,000 to $25,000

Physical Investment, $72,084

Mechanical Pay Roll	$ 51,823
General Expense or Overhead	41,913
Materials used	46,947
Total cost	$140,683
Total Sales	138,122
Loss on Cost, 1.8%	$2,561

In this group 6 plants showed a profit ranging from 8-10 of 1% to 11%, while 3 plants showed a loss.

11 Plants with Sales from $25,000 to $50,000

Physical Investment, $177,523

Mechanical Pay Roll	$120,682
General Expense or Overhead	114,459
Materials used	141,151
Total Cost	$376,292
Total Sales	380,760
Profit on Cost, 1.2%	$ 4,468

In this set 6 firms showed profit ranging from 1-10 of 1% to 8 per cent. One plant showed a profit of exactly $55.00. Five plants showed a loss.

The fact that the plants showing a profit in this group is the means of keeping the showing from being worse in spite of the losses in money sustained by the 5 losing plants demands thought.

8 Plants with Sales from $50,000 to $75,000

Physical Investment, $198,595

Mechanical Pay Roll	$152,891
General Expense or Overhead	130,923
Materials used	183,291
Total Cost	$467,105
Total Sales	$508,984
Profit on Cost, 8.9%	$ 41,879

In this group 7 plants showed a profit ranging from 5-10 of 1% to 14%, while one shop lost money.

6 Plants with Sales from $75,000 to $150,000

Physical Investment, $211,313

Mechanical Pay Roll	$212,971
General Expense or Overhead	149,047
Materials used	205,722

Total Cost	$567,740
Total Sales	608,889
Profit on Cost, 7.2%	$ 41,149

In this group 4 shops showed a profit ranging from 3% to 11%, while 2 shops lost money.

It may have been noted by this time that as the size of plants increases in these groups, naturally showing larger sales, that the percentage of profit improves.

7 Plants with Sales from $150,000 and Up
Physical Investment, $1,007,125

Mechanical Pay Roll	$689,858
General Expense or Overhead	524,262
Materials used	899,993
Total Cost	$2,114,113
Total Sales	2,338,073
Profit on Cost, 10.5%	$ 223,960

In this set we find that *all* shops enjoyed a profit, in individual cases ranging from 6% to 14%.

45 Plants Not Operating Under a Cost System
Physical Investment, $932,082

Mechanical Pay Roll	$745,017
General Expense or Overhead	648,607
Materials used	875,149
Total Cost	$2,268,773
Total Sales	2,367,893
Profit on Cost, 4%	$ 99,120

9 Plants Operating a Cost System
Physical Investment, $800,760

Mechanical Pay Roll	$ 524,070
General Expense or Overhead	381,851
Materials used	627,402
Total Cost	$1,533,323
Total Sales	1,695,413
Profit on cost 10.5%	$ 162,090

GRAND SURVEY

Covering 54 Commerical Printing Plants, Bookbinders And Weekly Publications
Physical Investment, $1,732,842

Mechanical Pay Roll	$1,269,285
General Expense or Overhead	1,034,272
Materials used	1,502,346
Total Cost	$3,805,903
Total Sales	4,065,307
Profit on cost 6.8%	$ 259,404

Of this total survey it was found that but 9 shops operated their business from the "*Know Your Cost*" basis.

Survey of Printing Industry in Montreal, Que.
158 Printing Plants

Total Mechanical Pay Roll	$2,449,204
Depart. and Overhead Exp., 88.4%	2,166,088
Material and Outside Purchases	2,795,609
Total Cost	$7,410,901
Total Sales	8,148,065
Profit, 9.9%	$ 737,164

Grand Survey of Toronto, Ont.
200 Firms

Mechanical Pay Roll	$3,125,364
Overhead (99.5%)	3,110,318
Material	3,628,762
Total Cost	$9,864,354
Total Sales	10,975,845
Profit, 11.2%	$1,111,491

Survey of the Printing Industry in Vancouver, B.C.
59 Printing and Allied Plants
Investment, $637,925

Mechanical Pay Roll	$ 494,822
Dept. and Overhead Expenses	472,390
Material and Outside Purchases	529,478
Total Cost	$1,496,690
Total Sales	1,650,833
Profit, 10.29%	$ 154,143

Survey of Printing Industry in Quebec, P.Q.
24 Printing Plants

Total Mechanical Pay Roll	$225,681
Dept. and Overhead Exp., 97.8%	220,922
Material and Outside Purchases	276,940
Total Cost	$723,543
Total Sales	784,605
Profit, 8.4%	$ 61,062

Survey of Printing Industry in Ottawa, Ont.
23 Plants

Total Mechanical Pay Roll	$420,375
Dept. and Overhead Exp.	422,808
Material and Outside Purchases	527,134
Total Cost	$1,370,317
Total Sales	1,468,164
Net Profit	$ 97,847

7.1% Profit on Cost.

Linotype Company Get Together

Canadian Linotype Limited (Thomas Bland, manager) inaugurated early in January what is to be an annual get-together of the representatives throughout Canada, and the gathering this year was graced by visitors from the Mergenthaler Linotype Company in the persons of Norman Dodge, second Vice-president and general manager; Joseph T. Mackey, president of Canadian Linotype Limited, and secretary and treasurer of Mergenthaler Linotype Company; and C. A. Hanson, works manager. Dinner was served in the show-room of the company on Temperance street, Mr. Bland acting as toastmaster, and the representatives and the employees listened attentively to addresses in connection with the business of the company during the past year. The general business outlook throughout the world for the future was discussed by those who had just returned from Europe and the Continent, as well as those who were in a position to discuss local conditions intelligently.

New Directory and Market Data Book

Crain's Market Data Book and Directory of Class, Trade and Technical Papers, now on the press, promises to be of unusual interest to advertisers generally and users of trade and technical papers in particular. It not only lists all of the business publications of the United States and Canada, giving circulations, rates, type page sizes, closing dates, etc., but supplies a market analysis of each trade, profession and industry. Thus the reader is given the basic facts of each line in which he may be interested, including its buying power, buying methods, character of requirements, etc. The volume, which is bound in cloth and contains nearly 500 pages, is published by G. D. Crain, Jr., 417 Dearborn street, Chicago. The price is $5. Orders in advance of publication are being accepted at the rate of $3.75.

One Paper and Five Political Candidates

That Was the Situation in W. Peterboro

"THE *Examiner* has earned the gratitude of everybody by its fairness and efficiency." These words were uttered by Mr. J. H. Burnham, ex-M.P., and defeated candidate in the recent bye-election in West Peterboro. This was not the sole tribute that the Peterboro *Examiner* received during the recent election campaign which for a time turned the community upside down and made it extremely hazardous sailing for the only daily newspaper in the riding. It was the *Examiner's* first solo flight on the uncharted realm of neutrality and so far as can be learned the results were very satisfactory. It is not the easiest thing in the world for a daily newspaper to abandon its political principles and precepts. It becomes more difficult for a paper that has existed for years as a strong party organ created and controlled as it was by the late Hon. J. R. Stratton whose record as a Liberal and politician is known all over the Dominion. Following the death of Mr. Stratton four years ago the *Examiner* was disposed of to the present management. In May last the Peterboro *Daily Review* ceased to exist and left the *Examiner* alone in the field.

The bye-election to elect a member to the Federal House brought out five candidates representing the Liberal, Independent Conservative, Government, Labor and U.F.O., groups. At the outset of the campaign the *Examiner* decided to take a neutral course and throw its advertising columns open to all five political aspirants.

Then They Started to Come

For about two weeks the campaigners for the government candidate avoided the *Examiner* as an advertising medium. They devoted their attention to posters, street signs and other media until the Liberal candidate entered the arena and created a local Publicity Committee. A space two columns wide and running the full length of the paper was used each day as a starter and on the last day of the campaign it took over one full page and a half to extoll the advantages of Liberal representation in the riding. The Liberal Publicity Committee had been working two days when the government candidate followed suit and for the remaining sixteen days of the campaign a lively publicity campaign was prosecuted by the two parties. The U.F.O. candidate followed third. His campaign was handled by Mr. H. B. Cowan of the *Farm and Dairy*. Labor did very little advertising and Mr. Burnham who ran as an independent Conservative did all his campaigning with printer's ink. Mr. Grattan O'Leary, of the Ottawa *Journal*, handled the publicity campaign of the Government candidate for the last week of the campaign. The Liberal Publicity Committee was made up of local talent.

Communications addressed to the "Voice of the People" were not published unless they were accompanied by the name of the writer. The actual name was published with the letter. This closed out a lot of useless and annoying controversies and saved a lot of valuable space. On several occasions local politicians attempted to expound their political views through this medium and thereby obtain a lot of free advertising for their candidate. This was closely watched. In this way a temperance controversy was avoided and all publicity matter that failed to pass as legitimate news was directed through the advertising columns or into the waste paper basket.

Impartial editorial comment was made regarding all candidates immediately after their nomination and similar treatment was accorded public speakers when they visited the riding. All meetings were reported fairly and impartially in the news columns.

The amount of money expended in newspaper advertising by the Government and Liberal candidates for a three weeks campaign was in the neighborhood of three thousand dollars. The other three candidates possibly expended one thousand dollars altogether for a similar period.

It was a new experience for the *Examiner* and for the constituency. There is no good reason why other papers operating alone in their respective fields cannot follow a similar course. It is about the only course that can be followed by a paper that seeks to adequately and properly serve the varied interests of the community in which it exists irrespective of class, creed or politics.

An Advanced Step in Engraving

The art of intaglio engraving lettering by hand is to all intents and purposes, as far as methods of production are concerned, where it stood two hundred years ago. Where the advance in the arts of pictorial engraving and of mechanical reproduction by printing presses has been synchronous, the engraver of steel plates, steel die and copper plates, alone has lagged in the race, and until recent date has had none of the reciprocal mechanical aids to lighten the drudgery of his labor, expedite delivery, increase output, decrease the cost of his product, or conserve what is his greatest asset—his eyesight. Go where you will, you will see him, year after year drudging away at his bench, usually in grimy, obscure premises, each year seeing his eyesight, and with it his style, becoming impaired.

The tremendous advance in embossing or die-stamping in color, and of plate printing by means of the copper and steel plate power printing press, with the accompanying advance in the quantity and quality of the product, has hopelessly outstripped the capacity of the hand engraver to cope with the demand, and has to such an extent affected the trade, that, as in the case of the wood engraver, there would seem to be a grave danger of the trade becoming strangled or seriously affected, if not superseded by some new process.

The expansion of commerce has demanded some more rapid means of producing engraved lettering and that without sacrificing the high standard of excellence set up by the engravers of the old school. Never has the need of mechanical aid and labor-saving cost-reducing devices been more pressing.

There is hardly an engraver, even the least expert, who has not more work than he can conveniently do with reasonable promptness consistent with maintenance of quality.

In the past few years there has been brought to perfection an engraving machine for producing embossing dies, steel and copper plates; effecting and maintaining a high standard of quality and enabling the engraver to meet each new demand for increased production.

As in other spheres of activity the drift in engraving shops is towards specialization. Rarely do we find an engraver both fast and good at more than three styles of lettering. A craftsman usually gravitates to one particular at which he becomes fast and perfect. The employer naturally gives each style of lettering to the man who will produce it best and at least cost. This affects not only the engraver, who soon loses the ability to produce high grade work at any other than his own special style, but it has a reflex action upon the employer, who often finds himself with an engraver of one style overloaded with work, while employees expert at other styles are almost idle.

The engraving shops which have installed the "Universal Model C" engraving machines have found relief from this condition, for the services of the whole staff become available at all times on any style of standard alphabet, and scores of new and attractive specialties in high class lettering can be readily and expeditiously engraved by any member of the staff, who at once becomes an expert all-round engraver.

Hundreds of these machines are already installed in the great engraving establishments of this continent and are daily producing engraving of the finest quality for lithographic printing (direct or offset) intaglio printing or embossing, increasing output at but a fraction of previous production-costs. The machine, however, is not accessible to wealthy firms alone. Any engraver doing a reasonable volume of work and seeking to increase his output can afford it. It is as profitable an investment for the "one-man" shop as for the greater engraving establishments in many of which four to nine machines are already in operation.

Printer & Publisher

Published on the Twelfth of Each Month.

H. D. TRESIDDER - - - Business Manager.
A. R. KENNEDY - - - - - - Editor.

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BIG GATHERING IN TORONTO

The 1921 Convention of the United Typothetae of America will be held at Toronto on October 17, 18, 19 and 20, as a result of the decision of the Executive Council at its January meeting. Four days have been allotted to the meeting this year, so that the first day may be spent in registration and kindred matters. Thus, a large amount of the congestion which was experienced at St. Louis last summer will be avoided.

Douglas Murray, vice-president from Canada, and J. C. Acton, executive committeeman from the 16th district, were the guests of the council and told, in a brief survey, of the facilities and advantages which Toronto offers as a convention city.

Measure Up!

ONE of the best friends of weekly papers in Ontario has brought up a point worth noticing recently, when he accused a good many of the weekly papers of not playing the game squarely with their community.

Since that date *Printer and Publisher* has taken the trouble to go over many of the weekly papers, especially of Ontario, where so many of them are now published under favorable conditions.

It is not the purpose or mission of this paper to single out any paper or group of papers, and tell them that if they are going to sell for $2 a year they should make certain they are worth it.

But it is a fact that very many of the weekly papers are taking it for granted that their district is barren as far as events worthy of publicity are concerned.

There are many cases where their district is not covered, where the news of the town is done in a column or so of paragraphs and personals.

Against this there are the papers that have entered into the spirit of the community, and to a certain extent they are the pace-makers in their town.

Here is one with a cut of an old resident who can go back sixty years in local history, and he tells a story that is so good that every second reader of the paper will paste it in the scrap book.

Here is another in a town of only 1,800 with a column of statements from merchants, discussing Christmas trade.

Here is another which gave every candidate for office in the municipal elections a chance to use 300 words as to why he should be elected. Advertising, you say? Not a bit of it—the best news feature of the week. The advertising ran in another section of the paper.

And also—here are many who apparently chronicle just such things as are very easy to get.

The weekly press, as such, is hurt by every weak paper that is not measuring up to its opportunity.

Editorial and Business

WHY should there be such an imaginary wall between the editorial room and business office of the average paper? It is a pretty safe guess that there are few papers where one department knows much of what is going on in the other.

There has been for years a foolish pretence on the part of the editorial end of a paper that it lives in an atmosphere quite removed from the business world, in order that its fountains of inspiration may not be impaired by contact with the things that have to do with the financial affairs of the paper.

Things have come to such a state in many places that it is necessary to bring the editorial and business departments of the paper very close together for their mutual protection.

If the editorial department understands what the business department is up against it will be in a much better position to give all possible co-operation, and in this it is not necessary that advertisers shall have any advantage over non-advertisers in the columns of the paper. On the other hand the advertising department should understand what the editorial department has in mind—it should know along what lines it is trying to build—it should know exactly how far the editorial policy will go in regard to matters of notices of new undertakings. The business department can save a lot of trouble by having this information.

Here is a case. An advertising man calls on a prospect, and secures from him a contract. He is also handed a reading notice, or something of that nature. He knows the editorial department has objections to some of these notices, but rather than turn down his new client right off he takes the matter along and says he will submit it to the editor. Well, it is not used, it has no news value for the readers, and it must go back or be trimmed to the bone, and in its mutilated state will be displeasing to the man who sent it in.

How much better for that advertising man to thoroughly understand the policy of his paper from an editorial viewpoint. He will then be at once the exponent and the champion of the editorial department, and he can easily show just why the insertion of such material would make the paper of very little value to the advertiser as a medium through which to reach the public.

Do you ever have a conference at which your editorial men and your advertising men get together and discuss the future of the publication? Or are you still trying to fool yourself into believing that the editorial department has nothing to do with the business office, and that the stone wall should be kept up between the two?

Find the 12-Em Column A Paying Game

The Experiences of Two Publishers

MORE than ever the 12 em column is getting consideration. Here is the experience of the Galesburg *Evening Mail*, as told by Ruth L. Goodsill, circulation manager:—

"To meet the tremendous increase in cost, subscription and advertising rates have been raised. But to meet the non-existence of an adequate supply of paper, only ingenuity, change of policy, and economy in its use can be employed.

"Methods of meeting the situation have been discussed, and the policy of no returns, no exchanges, and other Government regulations put into effect during the war are all in practice in our office.

"For a long time, also, we have been sending foreign advertisers papers only on the days their advertisements appear, and to many of them we send only pages instead of whole papers, so that one paper serves several advertisers.

"We also keep our press run very close to our distribution, so close in fact that we often run papers for the file the next morning.

Save Space by Change

"This is not a large saving daily, but we estimate that we save in a year enough tonnage for a day's run through this practice as compared with the old way of running a generous supply each day.

"I will mention the greatest change and means of the greatest saving with us, which was the change from seven to eight columns.

"This has proven of great benefit, not only in reducing the number of pages necessary to carry the same amount of matter, but great benefit also in make-up.

"Many ads call for space four columns wide, and of course with a seven column paper, two four column ads cannot be set side by side upon a page.

"While this change was more directly related to the mechanical and advertising departments, the circulation department found that it had to explain some things about it to subscribers.

"For instance, they had to be educated to know that in a twelve page, eight column paper, they receive a volume of news and advertising equivalent to that in a seven column, fourteen page paper, and in similar proportion for larger number of pages. Their first impression is that the paper is reduced in size.

"A big help to the circulation department is co-operation from the editorial department in the production of a paper, which abounds in local news, the less important items more tersely written than in days when paper was plentiful and cheap but with a large number of stories covering the range of interest of all classes.

"This offsets the lessened interest in telegraph news since cessation of the war, and the subscriber is also apt to forget the preponderance of advertising or does not object to it if he is served generously with many items of local news.

"Add to this the regular and early delivery and the subscriber soon learns to prefer the paper which gives him the news completely and briefly and is there on time for him to read."

Another Experience

Wallace Odell, of the *News*, Tarrytown, tells their experience in the matter as follows:—

Recently I adopted the eight-column, 12-em paper, for the *Daily News*. It has been a wonderful saver in newsprint. On Fridays we run 16 pages where we would have to run 18 and 20. On Friday week we ran 100 columns of advertising in 16 pages, where the White Plains *Reporter* ran 20 pages for 99 columns of advertising. It is a seven column, 13-em paper. That is a concrete example. Any publisher using a Goss Comet or Duplex press can do it with the only additional cost of buying chases. We use the same size rolls, 35, 52½ and 70-inch. We bought the California Economy chases because they permit of eight columns with a six-point column rule and we are delighted with them. They are quicker to lock up. And besides the economy in paper, we gain a column every time we have a half or full page advertisement. If any publisher has been postponing the change, I tell him not to put it off any longer, but to go to it.

An Extensive Campaign

Cream of the West Flour is now being advertised nationally. For many years this brand was controlled by the Campbell Flour Mills Company, Limited, of West Toronto, which Company amalgamated late in 1920 with the Maple Leaf Milling Company, Limited. The Campbell people did an extensive domestic business in Ontario and the Maritime Provinces and, with the aid of consistent advertising, their Cream of the West flour became well-known. The principal trade of the Maple Leaf people was export business although, under the brand name "King's Quality," they did quite a volume of domestic business, particularly in certain sections of Western Canada. As a result of the amalgamation the brand name, Cream of the West, has been adopted for the top patent hard-wheat flour produced by the Maple Leaf people at all its different mills and the advertising of this well-known brand is now appearing in publications from Sydney to Victoria. Daily and farm papers are being used as well as an extensive list of country weeklies. In British Columbia and Alberta the advertising is being done in the name of the Hedley Shaw Milling Company, Limited, a subsidiary concern. The James Fisher Company, Limited, advertising agents, Toronto, have prepared and placed the campaign.

Items of Expense

Some of the facts brought out in the report of the American Printers Cost Commission, and now issued by the Typothetae, include the following, which is a composite, showing the relative place of the various amounts paid for purchases:—

Item	*Per cent.*
Paper	28.56
Ink	2.87
Miscellaneous Purchases	9.53
Mechancial Payroll	29.36
Offices and Sales Payroll	10.38
Rent and Heat	2.58
Light	.23
Power	.61
Insurance and Taxes	1.11
Interest on Department Investment	2.07
Depreciation	3.32
Bad Debts	.46
Spoiled Work	.49
Department Direct Expenses	5.14
Office Stationery and Postage	.43
Advertising	.54
Cartage and Carfare	.59
Miscellaneous Expense	1.73
Total	100.00

The Trail (B.C.) *News*, wants to know if there is any paper that can equal or beat its record for street sales. Elmer D. Hall, manager of the paper, states to *Printer and Publisher* that their sales average about 740 every Friday afternoon. The population of the town is about 4,000, a part of which is foreign. Their entire circulation in Trail is about 1,000. In the last issue of this paper coming to our notice there are 1,073 inches of advertising, all local with the exception of a couple of columns, and all paid for at regular rates. Display for transient is 50 cents per inch, and for regular advertising 25c flat.

The C.W.N.A. Meets in Vancouver, June 9-10

Look For Largest Gathering on Record

AT A Board of Directors' meeting of the Canadian Weekly Newspapers Association held recently at the central offices in Toronto, it was decided to hold the annual convention at Vancouver, in accordance with the expressed desire of the last convention. The Ontario and Eastern Canada men and women will assemble at Toronto, leaving on the night of Thursday, June 2nd, by special train, going one route and returning the other. It is expected that a party of nearly 200 will leave Toronto. The western men will turn out in large numbers, and indications are that this gathering will be the biggest press association event ever held in Canada.

The Board of Directors listened to splendid reports of membership, finances, and a survey of the work accomplished in the first year of the association. Plans were also laid for some special undertakings during the coming year.

The membership statement showed that 408 members were on the lists for the first year. Since the beginning of 1921 fifteen new members have been added. The statement also showed that there were only 753 weekly newspapers in Canada eligible for membership. The waiving of the initiation fee to all new members who join before the annual convention was another important matter dealt with. After the sessions the members of the board were guests of President Davies at a dinner at the Ontario Club and a theatre party. There were present: President Davies, Past President Calnan; Lorne Eedy, Walkerton (Ont.) *Teleseope*; J. A. McLaren, Barrie (Ont.) *Examiner*; A. R. Alloway, Oshawa (Ont.) *Reformer*; F. A. J. Davis, Carleton Place (Ont.) *Canadian*; B. McGuire, Orangeville (Ont.) *Banner*; C. Kerr Stewart, Three Rivers (Quebec) *Chronicle*; Rev. A. H. Moore, St. John's (Que.) *News*; F. B. Elliott, Alliston (Ont.) *Herald*; C. H. Hale, Orillia (Ont.) *Packet*; P. George Pearce, Waterford (Ont.) *Star* and the manager, E. Roy Sayles, Toronto.

Death of M. R. Jennings

The death occurred suddenly at Victoria, B.C., on February 16 of Milton Robbins Jennings, editor and general manager of the Edmonton *Journal*. Acute heart disease is given as the cause of his death.

THE LATE M. R. JENNINGS

He was one of the outstanding newspapermen of the West, and had been a director of the Canadian Press, Limited, and President of the Canadian Daily Newspapers Association. He was born at Warsaw, N.Y., in 1874, educated in the University of Rochester and started his journalistic career as a reporter in that city.

He had been on Montreal papers and Toronto journals, as well as the Washington *Times* as special correspondent in Cuba in 1898. He went to Edmonton in 1909. Not feeling well he had taken a house in Victoria for the winter.

Mr. Jennings was the prime mover in the reorganization of the Canadian Press Association into three groups as it stands to-day, realizing that if the association were going to be of any real benefit to its members it would have to specialize. Shortly before the meeting at which this was discussed Mr. Jennings wrote at some length to *Printer and Publisher*, reviewing the entire situation, and this helped considerably to allow all sections to thoroughly understand his motives.

His death will come as a distinct shock to newspapermen throughout the Dominion, to the majority of whom he was known personally.

Changes Its Page Size

The Montreal *Witness* and *Canadian Homestead* enters its fourth quarter century by changing to newspaper-magazine form and size, with a four column page of 15¾ inches depth and width of columns 2⅞ inches. This get-up is a great improvement and is proving popular with both subscribers and advertisers. *World Wide*, Montreal, began its 21st year by enlarging its page to standard magazine size, accommodating 700 line advertisements. The readers get more matter, the advertisers a wider line, all for the same amount of money, as advertising rates have not advanced.

Granby, Que., *Leader-Mail*:—The Canadian meat packers very industriously furnish us with articles for publication to show why the farmer gets little while the consumer pays much for his meat. There is one expense item which the packers omit however. They do not include the salary paid to the man who prepares the copy and undertakes to work the newspapers for free space to present their side of the case. If the product of this special pleader for the packers were occasionally accompanied by an order "Good for a couple of pounds of beefsteak" it might help to keep his contributions out of the waste paper basket.

The New York office of the Challenge Machinery Co., for several years at 71 W. 23rd St., has moved to the Printing Crafts Bldg., 461 Eighth Avenue, suite 1516. George C. Andrews is in charge of the office there.

Here's Something That Happened This Week

BY TRES.

A TORONTO firm recently desired to secure the services of a young man, as assistant to the general manager, and with the prospect of placing him on the sales force of the firm in the course of six months or so, after becoming acquainted with the product and policy of the firm.

Several likely young men were interviewed, but in every case these young men were more concerned about the wages paid at present than they were about the future prospects of the position. In fact, one young man even went so far as to request that the present salary be so-and-so, that there be an additional bonus of so much per cent. on all sales made whether promoted by him or not, and that a guarantee of so many months' work be given—otherwise he would not consider the position.

Naturally, neither of the young men were appointed to the position.

In a certain printing office was a young man who had had some experience in several branches of the business, who had always shown a definite interest in his own personal advancement, an interest that was ever to the point of obtaining experience at the sacrifice of his possible earnings and personal convenience. His foreman had often noted his ambition, and when the above-mentioned position was mentioned to this foreman his first thought was: "Here is an opportunity for H——— G———; I'll tell him about it."

In this the foreman showed good judgment. It is true he would lose a good man. But he was encouraging one who had shown himself anxious to advance; anxious to make good as every opportunity presented itself. In this the foreman was doing the best for himself—helping another; the best for the business—encouraging advancement, the best for the young man—aiding his development.

But WHY is it that so few of our young men are concerned to the point of preparing for and being on the look-out for opportunities for advancement? WHY is it that so few are prepared to "pay the price" required in order to get in line for the bigger jobs? And WHY is it that the minute you mention to some of these same young men the question of their going after bigger and better situations in salesmanship or otherwise, the first thing they appear concerned about is "Well, what's the salary?" We know of a young man who a few years ago gave up a position at $38.00 per week for one of $25.00 per week because he was determined to get into another and eventually more remunerative line of work; but he must needs go the way of "paying for it good and plenty" and getting the experience. Finally he got to where he could sell his service for "good and plenty," too. And that is just what some of our young men to-day must come to see.

"There's so much room at the top of the ladder that you can walk around all day without meeting a soul." So said someone—and it's mighty true. So many fellows like to stick around the bottom of the ladder, counting the rungs, saying "That's all bull" to every line of talk or reading that will in any way help them "up" the ladder.

Well, this is about the way to go about it:—

Suppose you're a comp. Be the best comp you can. Make every job a perfect job. Love your work. Study the other branches of the business. Read all you can about presses, bindery equipment, the manufacture and use of inks, etc., etc. Use initiative. Be original. Be punctual. Cultivate care of body and appearance. If interested in salesmanship—study or take a course on salesmanship. Talk with salesmen —they are great talkers usually.

Well, what about the job we started out to write about? WHY was it that a well-known Toronto printer only knew of two or three young men whom he would recommend to the position?

Because on the part of hundreds of men there has been a lack of appreciation of the opportunities that are becoming increasingly more apparent these days—opportunities for advancement to positions of leadership and responsibility. There has been a lack of preparation to fit oneself for these positions. There has not been efficiency of service that inevitably leads to the better job.

Here's the chance for the apprentice—the fellow who is not dyed in the wool, or too old to "get there" now. Let these chaps get into the game, the great game of "making good" at their every-day job; success comes to the class that pursues their life-work with all the heart.

A Spartan boy said to his father, "My sword is too short." "Then add a step to it, my lad," was the reply.

My printer boy, make up your mind to leap over the cases, "not over the traces."

The Salesman and the Cost System

THE attitude of many printing salesmen towards the cost system is well expressed in the following dialogue between two of the fraternity, which appeared in an article in *Printing Art* some time ago. It is so good that we take the liberty of giving it publicity in our columns:—

They have accidentally met at the door of the office of a prospect, and each, while afraid of the other, is anxious to know just what chance he really has of getting the job—on price, of course.

First Salesman: "Hello, Joe, so you are after this old gink too, are you? Did he send for you with one of those carbon-copy requests for someone to stop and look over the copy and give him the lowest figure?"

Second Ditto: "No! We don't do that stunt any more now that the boss has gone bugs on the cost system. Just dropped in to see if there was anything doing."

"Well, if your firm is on the cost-system lay you are just wasting your time here because every one of them system fellows always raises prices out of sight."

"Oh, I don't know about that—but we do lose an awful lot of chances when the boss says that he knows what it costs and won't allow me to meet the other fellow even half way."

"I would not stand for anything like that," says Number One. "Can't afford to waste my time hunting up new prospects all the time and then have them turned down. By the way, did you get that raise you expected the first of the year, or is the old skeesics turning down so many chances that he told you business was poor and he couldn't afford a raise just yet?"

"Oh," said Number Two, somewhat more cheerfully, "I got the raise all right, and the old man gave me an extra ten for Christmas because business was more profitable than he expexted; but it won't last if he keeps on the way he's going. Why only yesterday he refused to drop fifty dollars on that catalogue of Brown & Brown, and I could have got it, too, though we were $150 high, if I could have cut that $50—he said it cost $325 to produce, and that $410 was bottom figure. I know he was blamed glad to get it last year at $300, and the copy was worse."

"That's just the way with these cost cranks," said Number One. "I got that order for $305 and Brown lied to you when he said our price was $250."

"Well, I suppose I will have to stand for it, but I don't like this one-price idea; it don't give a fellow any chance. By the way, did you get a raise?"

"Raise! I should say not! The old man raised Cain for a week after the balance sheet was put in his desk, and threatened to do things to reduce expenses."

"Well, perhaps there may be something in cost system, but it's hard on us poor salesmen."

And there you have the story in a nutshell, so to speak. Not one thought of better service, not one idea of improved salesmanship, not the faintest whisper of service and confidence—those necessaries of permanent business. Just price, price, price.

The salesman looked on the cost system as a means to a holdup for him even when it had enabled his employer to increase his salary in the face of the fact that he was not getting orders he had previously had on price.

This brings out the idea that we want to impress upon every employer of salesmen in the printing business. The salesman is paid, or should be, out of the profits you make on the goods he sells. Unless he sells goods at a reasonable profit he is a damage to your business. Therefore, as an up-to-date and modern employer, you should make it your immediate business to explain to him that the cost system only shows what the work costs, and that the difference between that cost is the profit which you are going to share with him *in proportion to his ability to secure proper prices and desirable customers.* Such an explanation is his due to disabuse his mind of the idea that you are trying to make it harder for him and are not willing to help him take what he calls a business chance.

If every employing printer would take this matter to heart and take his salesmen into his confidence to the extent of planning the actual workings of the cost system, and how it prevents making foolish prices and unnecessary losses, he would soon find a great change in the public attitude toward the printer.

Your customer expects you to make a profit on your goods, but of course is not altruistic enough to tell you when your price is too low, even if he knows, which in most cases he does not. The average business man and buyer of printing is a great respecter of the cost-system printer, and if he knew that all printers had cost systems, and thus made practically uniform prices, *he would soon learn to pay them willingly and cheerfully*—more so than he does now the haphazard ones.

Your salesmen, and this includes you if you go out and sell your product, are to blame; it is you who have educated the buyer of printing into a shopper, and it is you who will have to re-educate him to pay decent prices, and the fact that you have a cost system will be one of your best arguments in doing it.

Study the salesman's viewpoint and educate him first, and you will soon have the buyers coming your way.

Telegram Banquet.

The Toronto *Telegram* composing, stereotyping and art departments had a "get-together" dinner at the King Edward Hotel. The menu was prepared in an interesting way:—

— Soup —

Hot Lead Boullion — Au Toe Plate
Broth — White Paper Stew

— Fish —

Fried Mats a la Graphite
Salt Water Zincoes with Line Sauce
Fresh Caught Stereos with Red Blanket Dressing

— Hot Meats —

Stuffed Formes and Mashed Editorials
Broiled Slugs with Fricasseed Letterpress
Roasted Linotypers and Hot Cartoons

— Cold Meats —

Strict Column Rules, Garnished with Red Tape
Prime Col. Cuts of Be-Devilled Editors

— Drinks —

Hot Nitric — Collodion Cocktail

— Sweets —

Late Ads — Pied Type

— Pickles —

Hynds' Inebriated Type, Minions, etc

— Fruits —

Permanganates — Hydro Quinons

Repeat Orders until "You're Fed Up."

There are sizes enough in paper, etc., that there is no excuse for setting jobs so that stock will cut to waste. In some instances the customer demands a job of a certain size, when the printer has no alternative, but unless the exact size is specified the printer should make the job conform to some standard size of stock.

* * *

The Toronto Envelope Co. have mailed out a handy container showing samples of various grades of manilla sock for envelope manufacture, the following slogan running as a continuous message through the samples: "Increase your presswork and profitable business by printing your envelope orders yourself. Sell better printing with envelopes."

Competition for Cheapness and not for Excellence of Workmanship is the most certain excuse of the rapid and entire destruction of Arts and Manufactures

—JOSIAH WEDGEWOOD

REVIEW OF JOB SPECIMENS

If You Want an Opinion on Your Work, Send It In

THE results of criticism may be good or bad. Much depends on the manner in which the criticism is given and the temperament or ambition of the person whose work is criticized. Very often workmen are adverse to consider suggestions that are given by another which would improve their work simply because their initial efforts are "ripped" up or "damned" from every point of construction.

The term "criticize" very often carries a false meaning and many are apt to picture a faultfinding critic tearing and cutting

A Sensible Present—

and one that will last from Christmas to Christmas—is a Savings Bank Pass Book. Start with a small deposit and it will soon prove one of the best and most appreciated presents you have ever given.

The Royal Bank of Canada

Total Resources . . $595,000,000

714 BRANCHES

FIG. A.

their work to pieces because it does not just appeal to his fanciful whims, but that is an entirely wrong conclusion.

There is not a doubt that many of the well-known typographers to-day have gained their reputation by having had their work criticized by others whose experience and knowledge was superior to theirs. By working on suggestions received in this way they have gradually improved their compositions, and many have left the case in the composing room to accept more lucrative positions as layout men, executives or salesmen. Consider the expert knowledge of type layout and composition, and think what an asset these are to a salesman for printing!

It is not profitable to a man to resent criticism that is fair and practical. Very often a slight alteration in type arrangement or decoration and color would greatly improve a job of printing, and when a suggestion is given to this effect in a helpful and practical manner the person who gives it should be at least entitled to thanks.

Printer and Publisher has made arrangements to carry a review of printing to a greater extent than in the past, but in order to do so the editor must receive the co-operation of printers throughout the country. Specimens of work are requested from all. From time to time much of it will be reproduced, but all will be commented upon. These criticisms and comments will be given with an encouraging spirit.

Beauty and Selling Value in Compositions

A BEAUTIFUL type composition in an advertisement attracts the reader as a beautiful illustration. True enough if the two are combined in one ad the illustration may get the eye first. But, presuming the ad depends on type copy alone, ugly composition will not carry the message and impress the reader the same as a well balanced and dignified setting. The "beautiful" in an ad or page should not be given the preference over the selling force value. The latter should at all times be kept in mind, and at the same time effort made to maintain beauty and dignity.

FIG. B.—This is a reproduction of the front page of a house organ. Bookman and Old Style is used throughout, except in the heading, which is Goudy. The two top lines, rule surrounding, and monogram, were printed in orange, balance of page in black. This page presents a fine specimen of appropriate inner margins and careful spacing between words to avoid a scattered appearance. We draw particular attention to the care shown in spacing around the initial letter. Far too often is this point

MUSSENS BULLETIN

Published Monthly by MUSSENS LIMITED, *Montreal*

BULLETIN NO. 101 — MUSSENS LIMITED MACHINERY AND SUPPLIES MONTREAL — FEBRUARY, 1921

The Matter of Prices

THERE have been considerable reductions in the prices of ordinary commodities of food and clothing; and manufacturers, wholesalers and retailers have been somewhat upset thereby. They were, however, only following the trend of the times and have absorbed their losses to meet the varying conditions.

The iron and steel market, however, was in such a state that reductions in metal goods were not as readily available and prices remained more steady.

Latterly, there has been a tendency to reduce prices, but this has not by any means become general and is only found in certain lines and individual cases, and also to reduce excess merchandise stocks.

While no one can be found ready to prophecy that a general reduction in iron and steel is forthcoming, yet there are a large number who fully expect this to be the case and, consequently, buyers have been holding off placing contracts, waiting to see what will develop.

Just at present the demand is light, but when spring comes it will undoubtedly be heavier and prices will remain steady.

However, there still exists the hope, entertained by many people that the spring will see a reduction and, consequently, buying is not as brisk as it should be.

To overcome this state of affairs, many manufacturers have expressed a willingness to accept orders now and guarantee customers against any decline in prices up to April or May next, by which time it is fully to be expected that we will have definite prices which will be stable and prevail for some time.

If everybody intends to wait for spring to place their orders, the issue can only result in chaos and confusion.

If, therefore, you expect to require any machinery or equipment for next spring, it will be to your interest to look into the matter now and be sure of getting it when you want it. Furthermore, you can very probably secure a guarantee against decline in price.

By such immediate action on the part of the buyer he not only protects himself for price and delivery, but also enables the manufacturer to keep his plant going now and furnishing much needed employment, not only to his plant but to other plants which supply him, and thus the circle is made complete.

And it is only in the completing of the various circles that the wheels of industry can be kept going and all tending to the material progress of the whole country and the contentment of its people.

FIG. B.

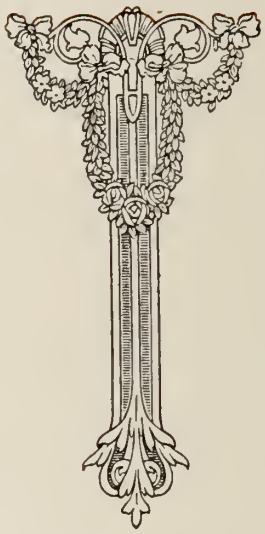
overlooked by the compositor. Many of our magazines especially would be greatly improved in appearance if this closer and even spacing around initials were adopted. The rule joining on this page also shows the result of work of a careful craftsman.

IDEAS

from them may develop the new idea that you need

EVERY MONTH AN INSERT WILL SHOW SUGGESTIONS FOR THE PROMOTION OF MORE BUSINESS, AND FOR THE STUDY OF THE PRINTER

PRIZE LIST
of the Dryden Fair



1920

Wednesday and Thursday
September 29 and 30

DRYDEN AGRICULTURAL SOCIETY

RESET FOR FIGURE E.

C. S. KITCHEN, President G. A. DUNCAN, Vice-President T. B. KENT, Secretary

The Largest and the Most Completely Equipped Job Printing and Newspaper Plant in the Peace River Country

P O. Box No. 2

GRANDE PRAIRIE HERALD

Established March, 1913

The Recognized Advertising Medium in the North Country

Published by

THE GRAND PRAIRIE HERALD, LIMITED

GRAND PRAIRIE, ALBERTA

Subscription $2.00 a Year

Advertising Rates on Application

PHONE 128

RESET FOR FIGURE C.

Central Hotel, *Dryden*

C. A. GRABOWSKI, Proprietor

Accommodation the best to be had in town

OUR RATES REASONABLE

Good Draught Beer, also Bottled Beer and Shea's Porter, Ice Cold

HOT DRINKS IN SEASON

In connection with above an Ice Cream Parlour. Fruits of the Finest Quality, also Chocolates, Candies, Etc.

TOBACCOS CIGARS CIGARETTES
PIPES POUCHES

RESET FOR FIGURE D.

A STUDY IN GROUPING AND WHITE SPACE.

The above reproduction is a front page of an announcement. The inside spread was treated in the same style. A press proof was made from the type, the corners on inside panel rounded and a zinc etching made. A tint block was also printed in grey, making the complete job very simple in design and at the same time attractive.

FIGURE A.—This illustration is a full page ad from *McGill News*. There are many ways this ad could be designed, as the amount of copy presents the opportunity. But right here we have a demonstration of what white space will do for making legibility. With Century Bold and its italic, together with Old Style, the compositor who set this page has obtained good results without any strained effect. The heavy centre rule is just right to blend in tone with the bold type face. The third line in lower group was spaced to align with upper group which helps to retain a one-measure column width. The heading and monogram are so placed to the left side to balance with the remainder of copy on the right side. Aside from the well-balanced appearance, the perfect workmanship shown in joining of corners is something of which many printers should take particular note.

* * *

When Starting Up the Press

IF THE temperature of the room is cold, says *Bingham's Vibrator*, examine the set of the form rollers and see if they rest properly on the face of the type and also against the vibrators.

Notice whether the duct roller is in working contact with the distributing table and the iron roller in the fountain.

It is the practice of some pressmen to distribute the ink on the table rollers before putting in the form rollers.

If this is done, look out that a loose lot of paper does not slide down the feed board and cause a serious accident to the grippers or the form.

* * *

Cylinder or Platen?

In conversation with a publisher from an Ontario town a few days ago, the suggestion was made to *Printer and Publisher* that something might be published showing how more use might be made of the cylinder press that operates in many offices only when the paper is being run off or a quarter or half sheet is going through. The idea was that better time could be made on such jobs as voters' lists and prize lists were these put on the cylinder and run in eight page forms, eight down and backed for a sixteen. The publisher was of the idea that there would be a chance here to cut down quite a bit on press work, and make the whole job more easy of accomplishment.

It is a matter about which any person might hesitate to make a definite statement because there are so many things to be considered. The writer has had experience in country offices where the work was always done on a platen press, the principal reason being that we did not want to break up the cylinder, which was always ready to go on with the paper. The paper was generally shoved on at the last moment, and there was no time to "monkey" with anything. If it was left alone we knew that it would start to print this week's paper just about where we left off with last week's issue, and there would be no delay. There were several mails and stage coaches to catch and all these things counted. In the light of experience since that time that excuse would hardly hold good, for it is quite possible to use a cylinder in a country office for such work as prize lists and voters' lists, but it is a big question if it is advisable to do so.

We discussed the matter with Mr. R. D. Croft, of Croft & Wright, Toronto, who has had experience in a country weekly, and knows fully the limitations of the average press installed in many of these places.

Mr. Croft was rather doubtful about putting down eight at a time and using a cylinder, especially where the run was around two or three hundred. "I believe that the average printer in a country office, who knows pretty well how to hustle work out of a job press, can run these lists off, two or four on, faster and with less cost than by putting the work on the cylinder. Suppose you put down an eight and get your run off. The next thing is to make it back up, and it is necessary to register just as closely as though you were doing color work if the job is to be

I have always thought of CHRISTMAS as a good time; a kind, forgiving, generous, pleasant time; a time when men and women seem by one consent to open their hearts freely and so I say God Bless Christmas.
DICKENS

DESIGN USED BY CANADA INK.

a good one. Many of the presses that are running in weekly offices will not register exactly, and by the time you get your form fixed to do this you will have spent enough time to get a short run off. Many of these presses have a pretty heavy blanket that is very good for printing a newspaper, where the type is more or less protected by cuts, etc., but in a solid page of eight point it is not easy to keep impression fine enough to make working the other side an easy matter. I suppose a shop would almost have to decide these things according to its equipment,

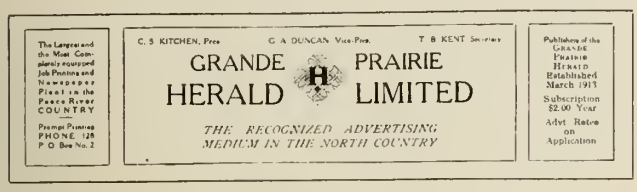

The Largest and the Most Completely equipped Job Printing and Newspaper Plant in the Peace River COUNTRY
Prompt Printing PHONE 128 P.O. Box No. 2
C. S. KITCHEN, Pres. G. A. DUNCAN Vice-Pres. T. B. KENT Secretary
GRANDE PRAIRIE
HERALD LIMITED
THE RECOGNIZED ADVERTISING MEDIUM IN THE NORTH COUNTRY
Publishers of the GRANDE Prairie Herald Established March 1913 Subscription $2.00 Year Advt. Rates on Application

FIGURE C.

but I think it would be dangerous to advocate such a practice to be generally adopted. A good many of these shops have platen presses that will take the average 25 x 40 pica page four at a time. It requires practically no make ready, and these pages can be placed right into the same place in the chase every time. The work gets out quickly and with no bother, and it looks to me to be the best way to do it."

It is a well-known fact that there are newspaper presses—lots of them—in this country that will not register exactly. A real pressman has been a stranger to them all their lives, and they are standing monuments to what some of those old presses will put up with and still keep going. We can recall being in an Ontario village not many weeks ago, where the weekly paper was being run off in the evening. The clicks and the groans that came out as the grippers took hold of the sheet, and the cylinder went down to impression could be heard very plainly on the street some distance from the office. The printer that put anything except a newspaper form on there might have the job in the morning after of going down into the cellar to get the type that had been driven through the floor.

* * *

Fourth National Printing Show

Interest in trade expositions is re-awakening all over the country. Many manufacturers for some time lethargic in their ideas on extension are getting a better grasp on hope and are investigating ways and means for development. It has been established with reasonable certainty that trade shows are not only a help in restoring confidence but also create sales. The latest announcement is that of the Fourth National Printing Exposition, comprising all the allied industries in the printing, advertising, publishing, lithographing, paper-making, stationery and similar lines, to be held at the Twelfth Regiment Armory, 62nd St. and Columbus Avenue. As evidence of the keen interest evinced the list of exhibitors already includes these American firms: American Type Founders Co., Chandler & Price Co., Hamilton Mfg. Co., Challenge Machinery Co., Southworth Machine Co., Boston Wire Stitcher Co., John Thomson Press and Mfg Co., Clipper Belt Lacer Co., Chas. H. Rackle Ink Co., Gibbs-Brower Co., Osterlind Printing Press Co., Zeese-Wilkinson Co., Leworth & Gulbertson Co., Utility Heater Co., Barrett-Cravens Co., D. W. Gregory Adjustment Co., Sorg Printing Co., E. Hinze, Chas. S. Nathan Inc., Conner, Fendler Co., Golding Mfg Co., Jaenecke, Ault Co., H. Kastens and others. It is believed by the projectors that this printing show will help bring about a revival of buying because the developments in these allied arts have been many. There is a growth in the development of general business now and the show being coincidental it is expected to promote buying in the buyer's market, New York City. "We will have a good rousing exposition," says Manager Cochrane, "full of working exhibits. Business men can see things move. The heads of the allied trades will get together and promote the best interests of their industries more quickly in this week than could be accomplished in many months by each in his own home town."

* * *

Contest of Operators

One of the most unique contests ever heard of is being planned to take place at the Fourth National Printing Show, at the Twelfth Regiment Armory—namely, that of operators on typesetting machines. Efficiency and skill in the typewriting industry was greatly advanced by the contests held at former business shows and the adding machine speed contests helped make skilful and precise operators out of many who were interested in those contests, hence it is believed that the mechanical arts in the printing line will be given impetus forward by

HENRY MORGAN
& CO. LIMITED
Departmental Store
General Dry Goods
House Furnishing and Decorating
OUR NEW TELEPHONE NUMBER
PLATEAU 5000
FACTORIES
139 BEAVER HALL HILL · PLATEAU 180
Contracting · Plumbing · Electrical
and Wood Work, Etc
MORGAN REALTIES LIMITED
473 UNION AVE · PLATEAU 3334
Real Estate and Insurance
DOMINION MOTOR CAR CO. LIMITED
OWNED AND OPERATED BY HENRY MORGAN & CO. LIMITED
139 BEAVER HALL HILL · PLATEAU 180
Cars Painted and Varnished

The above reproduction is from the back cover of the latest Montreal telephone book. The border is not what was desired by and printed for the advertiser, but we show this as a preference for reproduction purposes. We are sure our readers will be interested in this ad. from a standpoint of legibility, simplicity and beauty of design. It is composed in Goudy and Kennerly Italic, and Monotype border.

Central Hotel, Dryden.

Accommodation the Best to be had in Town.

OUR RATES REASONABLE.

Good Draught Beer, also Bottled Beer and Shea's Porter, Ice Cold.

Hot Drinks in Season.

In connection with above an Ice Cream Parlour. Fruits of the Finest Quality, also Chocolates, Candies, &c.

Tobaccos. Cigars. Cigarettes. Pipes. Pouches.

C. S. GRABOWSKI, Prop.

FIGURE D.

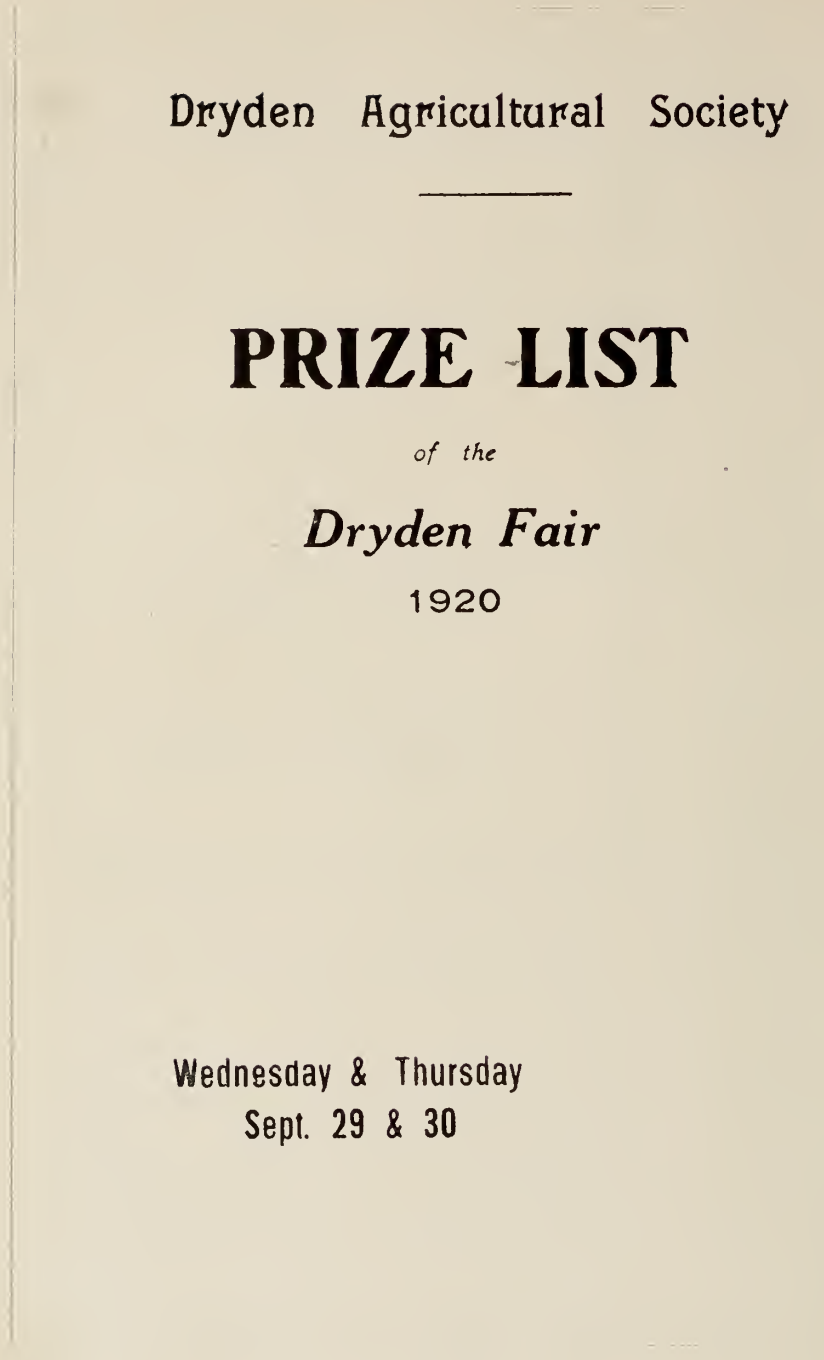


FIGURE E.

the contemplated contest of operators. A silver cup and many other prizes will be awarded. The committee to have charge of the contest is now being selected and the interesting events will be under the direction of Manager Harry A. Cochrane, who successfully arranged and handled the typewriting and adding machine contests in the Business Shows of former years.

* * *

$100 for an Idea

The United Typothetae of America, through its Executive Council, has offered a prize of $100.00 in cash for the best slogan for the use of printers submitted by one of its members before March 31st, 1921. The contest is open to any member of the parent association direct or any member of any local Typothetae. Its object is to select a phrase which can be used with the Typothetae emblem on stationery, billheads, etc., and painted on shop windows and delivery trucks of all Typothetae printers. Here are suggestions for the type of phrase wanted:

Print it.
Sell with Printing.
Make Printing your Salesman.
Printing Builds Business.

Slogans submitted should be written on the outside of a 6¾ envelope with nothing else on it. A slip of paper containing the entrant's name and address should be enclosed and the envelope sealed. The whole should be enclosed in another envelope and addressed "Slogan Committee, United Typothetae of America, 608 S. Dearborn street, Chicago." The decision of the committee will be announced some time in April.

* * *

So numerous were the Christmas editions turned out this season that it was impossible to make even brief reference to any or all of them. The advertising patronage was good all through, and in many cases the typography showed a decidedly high standard.

* * *

The S. D. Warren Company of Boston have mailed out the first of a series of twelve booklets on printing sales material. The forerunner is profuse with splendid specimens of ideal catalog pages, the whole supplying suggestion material of value to printers.

* * *

A correspondent of the Ormstown (Quebec) *Bulletin* has the following:—

> Pulp wood is on the move just now and is bringing the modest sum of $14 per cord.

It takes about a ton-and-a-quarter of wood to make a ton of paper. The price of $14 is much lower than has been paid for pulpwood, and should have an influence on a lower price for the finished product.

* * *

The Miehle Printing Press and Mfg. Co. of Philadelphia, have removed their Philadelphia sales office to Stephen Girard Building, 21 South 12th St., Rooms 1024-1025

* * *

Catalogues

The Walter Scott & Co. of New York have just issued a catalog No. 51 dealing with the Scott cylinder cutting, creasing and printing presses. The catalog is most interesting, containing full information regarding the machines, which are well illustrated by excellent engravings. The featuring of an outline cut of the Scott cutting and creasing press makes the catalog additionally interesting.

"Challenge Creations" is the title of a most useful and effective vest pocket catalog just issued by the Challenge Machinery Co., advertisers in *Printer and Publisher*. It contains in compact form a brief description, with illustrations, of the various products manufactured by this enterprising firm. Printed on high-class white stock, in dark green ink, it is a sample well above the average.

The Photo Engravers Ltd., and the Electrotypers Ltd., have moved their premises in Toronto from 70 Bond St. and 331 Adelaide St., to 249-251 Spadina Avenue.

The Reset Specimens

Figure C.—Here is a specimen of printing from the new land in the Peace River country. They have troubles of their own in getting supplies in there, but these difficulties are being lessened. Criticism of the letterhead is asked for. The chief trouble lies in the gap in the centre. It is well also to get away from the time-consuming panel, especially where it is worked on very short measures. In the reset a change has been made to bring about uniformity in the name of the paper, by doing away with the use of the word "Limited" in such a large letter. The name of the province is also included. This should always be done unless it be in the name of some of the larger centres. For instance, it is quite right to make it "Montreal, Canada." A word of explanation about the reset—it is about four ems narrower than usual practice on account of the size of the page. Added width would give it more room, and improve its appearance.

Reset of Figure E.—The reset of this cover page may be a little more elaborate than is usually done in this class of work, but there is an orderly grouping of one face of type, Caslon being used throughout. Print shops could make no mistake in making Caslon the basis of their equipment. Caslon has been with us for a long time, and it is as popular as ever. A comparison will show that in the original title page, out of seven lines, six faces were used.

Fig. D.—The chief fault in the ad, which is taken from the same book as the title page, is that it has no shape. It has, to put it another way, no type groups on which the eye can rest in contrast with the main display lines. The reset has been done to the size of the original in the prize list. We have tried to emphasize the main features, and a border has been added that is simple and effective. It is advisable in this sort of work to select one or two effective borders and follow them throughout.

From the office of a country weekly comes a prize list, turned out according to a letter accompanying the list, under difficult circumstances. Some of the display work was done by a girl. In the resets we have made care has been taken to stick to simplicity, and use nothing that could not be done in the average office. One very fair criticism of the cover would be that too many type faces are used. It is above all else necessary for compositors to get this lesson well into their minds. Stick to one series—that is a rule that is safe as a starter. It requires a very good student of typography to mix type faces and do it successfully. Any of the well-known type series have a good assortment of faces, and they all bear a relationship one to the other. By that we mean that a number of them can be used in a piece of work, and no one line will get up and shout at the others. To illustrate the point we have taken Cheltenham. Here are a number of lines, showing the variety that can be had, and the same can be said of a large number of faces.

THIS IS Cheltenham
THIS IS Cheltenham
THIS IS Cheltenham
THIS IS Cheltenham
THIS IS Cheltenham
THIS IS Cheltenham

A Wish of Remembrance
As the Bells of Christmastide ring out once more, may we be permitted, with all kindly feelings, to make a Wish of Remembrance for you and yours: May all good things in Life be yours, with health to enjoy them; your loved ones be spared; your friends be steadfast; your undertakings be successful; your hope be undimmed--that you may be blessed all your days.
"Peace on earth, good will toward men"
Mr. and Mrs. L. E. Dennison
191 BOLTON AVENUE - TORONTO - CANADA

191 Bolton Ave,
Toronto, Ont., Dec. 20th, 1920.

The Editor, *Printer and Publisher.*

Dear Sir,—Herewith please find Christmas card Mrs. Dennison and I are sending out this year. Aside from the message to you as editor of our strictly Canadian trade magazine, keen criticism is desired. The Mono casting of the border is faulty, but there are doubtless other errors in technique. So kindly give this the "once over" in your "Specimens Received" column. Have been trying all day—ever since seeing current issue—to remember printers' name who left the verses about Omaha in his stick. Have remembered the first verse for 25 or 30 years, but will now paste it whole in my scrap book.

Yours fraternally.

LESLIE E. DENNISON

This card in the original was done on deckle edge stock, in green and red, in the left-hand corner being a little green ribbon held in place with a red seal. As a greeting card it had a personal touch, and the general effect was pleasing. The wording was well chosen, and quite apart from the stereotyped phrases that are usually grabbed at the last moment to fill in on these cards.

Technically, the border effect is too loose and open, and detracts from the good effect secured by the compact spacing and grouping. The rule on the inside should not have been broken at the top. This leads to the suggestion that the bell was to be dropped in that space, and when it was not done no good purpose is served by having broken the rule. The border being closed at the top, a larger bell might have been hung down in a tint under the upper part of the text.

The composition on the job is good—care is given to spacing and grouping, and withal a pleasing effect is secured.

* * *

The Fort Frances *Times* turned out a creditable menu card for the opening of the Prince Albert hotel at that place. It was done in three sections, the bottom one of onyx cover stock being some three picas larger all around than the others. The second contained the menu, and was of coated stock, done in two colors. The top was died out to frame the menu, black and gold yellow being used effectively. The three were punched and tied with a small red ribbon, making a unique design throughout.

IF *you are getting 12-point prices, don't give your customers 6-point service.*

THE PERSONAL SIDE OF IT

We'd Like to Get Items for These Columns

Ontario

Mrs. Netta Alley has joined the staff of the Toronto *Globe* as society editor.

Messrs. McIntyre and Colgan, of the Dundalk *Herald*, have purchased the Markdale *Standard*.

Nora Holland, formerly with the *Canadian Courier*, has been appointed assistant editor of *Rural Canada*.

The Norwood *Register* turned out a creditable paper to mark the 50th anniversary of its existence. It is covering its local field well.

S. R. Hart & Co., Ltd., wholesale and manufacturing stationers, Toronto, have moved to their new factory, warehouse and offices at 489-493 King street west.

Mrs. Annie Adams died in Toronto, the result of complications resulting from a fall down stairs. Frank Adams, business manager of the London *Advertiser*, is a son.

The death occurred of A. C. Lawrence, who conducted a printing business at 101 King St. West, Toronto. He had been in business in Toronto for about 25 years.

Mr. Richardson, of the Treherne *Times*, was a visitor in Toronto this month. He reports business brisk, and claims the papers in his district have all had a good year's business.

Dunblane *Enterprise*:—Another newspaper outfit will arrive in Dunblane in a few days, the *Enterprise* having bought the material of a Manitoba plant. We intend to establish another paper as soon as we can find a suitable location.

Two newspaper editors moved and seconded the address in reply to the speech from the throne—James McIsaac of the Charlottetown *Herald* and J. A. McKelvie of the *Vernon News*. The latter sits for Yale, B.C., one of the three by-elections won by Premier Meighen.

Hector McKinnon, for the last eight years on the agricultural pages of the *Globe*, has been transferred to the world of politics, and is now doing the press gallery in the Ontario Legislature for his paper. Gordon Smith remains on the farm pages, and is assisted by his father, W. L. Smith.

See what this visit hatched. The Oshawa *Telegram* says:—Miss Jean McGregor, editress of the *Recorder*, of Gore Bay, Ont., was in town yesterday and part of to-day the guest of her friends, Mr. and Mrs. Geo. Pogson. Miss McGregor honored the *Telegram* with a call and now we know why the *Recorder* is such a smart, bright and interesting journal.

Eric Knowles is now with the Fort William *Morning Bulletin*. He started on the Hamilton *Times* in March, 1918, with no previous experience. After doing various local beats he went to Saskataoon in May of 1920. Later he went to Regina *Post* on the telegraph desk, and on the amalgamation of the *Post* and *Leader* took over the news editors' desk on the Fort William *Morning Bulletin*.

"The Place of the Country Newspaper in the Community" was the subject of an address delivered by W. Rupert Davies, publisher of the Renfrew *Mercury*, and president of the Canadian Weekly Newspapers, before the members of Pi Delta Epsilon journalistic fraternity at the Hart House, Toronto. Brief speeches were also made by E. Roy Sayles, president of the C.P.A.; W. A. Craick, *Industrial Canada*, and F. C. Mears, of the *Globe*. William G. Colgate, president of the chapter, presided.

Following an adjournment of the Ontario Legislature early in the session, the customary business meeting of the Legislative Press Gallery was held, with a full attendance of members. After routine business had been disposed of, officers for the ensuing session were elected as follows: Honorary president, Sir Adam Beck; president, Charles George, the *World*; Vice-president, Arthur Chambers, *Telegram*; Secretary-treasurer, F. M. Chapman, *Farmers' Magazine*.

Employees of the mailing department of the Toronto *Globe* expressed their appreciation of their foreman, John Morrison, who has resigned to take a position with a local financial house, by presenting him with a parlor lamp. The presentation was made by William Walker, his successor, and James Cassina, who is in charge of the delivery department. It was made after the first edition was run off and while the department was waiting for the city and later country editions.

The appointment of Major Clarkson W. James, secretary to the Minister of Education, to the position of King's Printer, which has been heralded for some weeks, was officially ratified. He succeeds A. T. Willgress, who has been appointed Librarian. In his new position Major James will also have the duties of inspection of paper, for which an additional $400 a year is paid by the Provincial Government. The new move probably means the abandonment of the proposed creation of a Provincial purchasing agent.

Mrs. H. R. Corson, the oldest resident of Markham township, died at Markham in her 94th year. Mrs. Corson was the daughter of Abraham Reesor, one of three brothers who settled in Markham township very early in the nineteenth century, and whose descendants now populate nearly the whole of the eastern portion of the township. She was the last surviving member of this old family. Her husband, H. R. Corson, purchased the Markham *Economist* from her brother, Hon. David Reesor, when he entered the Legislative Council of Canada, about 1860. Her only surviving son, R. J. Corson, still publishes the paper.

McConnell and Fergusson have made changes in their organization. J. E. McConnell is president and M. M. Fergusson vice-president. A. R. Malton, formerly inspector of the Bank of Toronto, joins the board as an active executive officer. Walter E. Gunn is a director and manager of the company's Toronto office. As manager of the Montreal office, Lionel T. Benison also joins the board. D. C. Coutts, manager for Western Canada, with his office in Winnipeg, is the Western representative on the board. John P. McConnell makes the seventh member of the board. He specializes in financial and propaganda work.

Toronto *Telegram*:—Just twenty-five years ago Messrs. A. T. Wilgress and W. J. Healy, under the firm name of Wilgress and Healy, were proprietors of the Brockville *Times*, since amalgamated with the *Recorder* of that town, Ontario's oldest newspaper, Mr. Wilgress acting as editor, and Mr. Healy as business manager. Both members of the firm have since entered Government service, and by a curious freak of coincidence they are now filling identical positions in sister Canadian provinces. Mr. Healy is Provincial Librarian of Manitoba, and Mr. Wilgress a few days ago assumed the same office in Ontario, on transfer from the King's Printer.

Members of the Ottawa Press Gallery gathered at the new Parliament Buildings to wish good luck to S. W. Dafoe, who is leaving the gallery, after 25 years' active membership, to take up fruit farming in British Columbia. In the name of the gallery, H. L. M. Chisholm, acting President, presented Mr. Dafoe with a gold watch and chain, expressing the good wishes of all the "Old Comrades." Mr. Dafoe joined the Press Gallery in 1898 as a special correspondent. In 1908 he became correspondent for the Western Associated Press. On the formation of Canadian Press, Limited, rather more than three years ago, Mr. Dafoe was appointed its Ottawa superintendent.

The Arnprior *Watchman* now has a new home. The new office is 55 feet in length and 21 feet in width and is located in the Campbell House block, corner of Elgin and John streets, right in the heart of the busy town of Arnprior, and is a very convenient and up-to-date printing and publishing house. The building has been specially constructed for the *Watchman*, and is in every respect what a country printing office should be—well lighted, well heated and well ventilated. The floor is hardwood, the best of material being used. In the construction of the walls and ceiling hardwood was also used. These were afterwards covered with metallic wall plate and metallic ceiling

plate of handsome design. The office is lighted throughout by electricity and electric power is used to drive all machinery. Mr. A. E. Bradwin, formerly editor and publisher of the Blyth *Standard*, and Goderich *Signal*, is editor and publisher of the *Watchman*.

J. W. Ferguson, who has been in charge of the advertising promotion of the Canadian Daily Newspaper Association for the past seven months, has resigned that position, and is now in New York as manager of *Editor and Publisher*, with which publication he was connected before coming to Canada. While with the C.D.N.A. Mr. Ferguson did effective promotion work for the papers connected with that organization. Mr. Ferguson holds very decided views as to the responsibility of the publisher to give adequate service to his advertiser, claiming that his share of the agreement only starts when he has secured the contract. Up to the present no successor has been appointed to take over the work carried on by Mr. Ferguson.

The death occurred at St. Michael's Hospital, Toronto, of Samuel Hadden, secretary-treasurer of the Toronto Typographical Union, No. 91, after a short illness. Deceased had been troubled for some years with Bright's disease, but he was able to carry on his work until a few days before his death, when he was compelled to go to the hospital. The late Mr. Hadden was born at Mona, near Orangeville, sixty-five years ago, but came to Toronto at a comparatively early age and has resided in this city since that time. He was one of the oldest members of the Toronto Typographical Union, and was president for several years, also delegate to the Trades and Labor council. In 1911 he was appointed secretary of the union and for the last year and a half has also acted as treasurer.

John M. Imrie, it was announced at the head offices of the Southam company at Ottawa, has joined the organization of William Southam and Sons, Limited, which has newspaper publishing and printing interests in Montreal, Ottawa, Toronto, Hamilton, Winnipeg, Calgary and Edmonton. Mr. Imrie's work will be of an advisory and executive character in connection with the various companies in which William Southam and Sons, Limited, is interested. For several months he will be associated chiefly with the Hamilton *Spectator*, doing special work on matters and details relating to the completion of the *Spectator's* new building and the installation of its new plant and co-ordinating the work of the various departments in their new headquarters. Mr. Imrie was formerly manager of the Canadian Daily Newspaper Association.

Owen Sound *Sun-Times*:—With this week's issue the Markdale *Standard* passes from the management of Mr. C. W. Rutledge who has been publisher for the past 40 years. The purchasers are Messrs. Colgan & Macintyre, of the Dundalk *Herald*. Both these men have the necessary experience and business ability to make the *Standard* a greater success than ever. The retirement of Mr. Rutledge from the newspaper business will be regretted by everyone connected with the craft in this district. During his forty years in charge of the *Standard*, he has developed that paper into one of the most valuable newspaper properties in the district. For a village the size of Markdale, the *Standard* has one of the finest mechanical printing equipments in the Province. In service to the public and from a financial standpoint the *Standard* has been quite a success and the new proprietors are taking over a splendid proposition.

Mr. Calnan, of the Picton *Times*, was in Toronto for a few days at the beginning of the month. Along with George Pearce of Waterford he shares the honors of being the foremost labeller of the country, having just finished a run of ten million for the canners of his district. The work was done on six Gordons, three of them 8 x 12, two 10x 15 and one 12 x 18. The work was taken in during the month of April, and the end came in November. It mussed up the summer season pretty well, but the compensation came when the payments came through. His first order came in the form of a request for 100,000, to be finished on Saturday noon, the order coming in on Thursday. Friend Calnan sent out the S.O.S. until it reached Br'er Herity who was then pacing the quarter deck for the Belleville *Ontario*, and he farmed out as many impressions there as possible. There were some tall movements in the mulberry bushes, but in the end the labels were done and delivered on time. They had to be out at a certain time because a shipment for export was depending on them, and they had to carry wording that was not previously included.

The publishing world in Canada heard with regret of the death of Edward Mundy, president of the Reformer Printing and Publishing Co., Oshawa. He had been ill for about three weeks, and passed away quietly on January 24, in his 84th year. Deceased came to Canada when 11 years of age from Hull, England, and his early apprenticeship in the printing business was served with the *Globe*, the *Leader*, the *Colonist* and the *Echo*, Toronto papers. He went to Oshawa 32 years ago from Port Perry after disposing of the *Standard* there. The *Ontario Reformer* of Oshawa was purchased by Mr. Mundy in 1878 and in April, 1910, he retired from the active editorship, assuming the presidency of the Reformer Printing and Publishing Co. For some years he conducted a paper at Prince Albert, Ont., the *Ontario Observer*. Deceased was a prominent Baptist and a Mason. Of recent years he has taken no part in political affairs. The funeral took place to the Baptist church under Masonic auspices. He is survived by his wife, four daughters and two sons. They are Mrs. E. L. Cull, Orillia; Mrs. G. R. Weir, Denver, Colo.; Mrs. Chas. Drew, Ardoch, N. Dakota; Mrs. G. J. Gumpricht, St. Catharines; Mr. Chas. Mundy, Oshawa, and Mr. E. J. Mundy, Denver, Colo.

THE LATE EDWARD MUNDY

Brockville *Recorder*:—Remarkable among Ontario newspaper offices is the record of members of the staff in their connection with the *Recorder* office. For its long period of publication, the newspaper has had comparatively few proprietors. William Buell conducted it for 27 years, David Wylie for 36 years, and Hon. Geo. P. Graham has been associated with it for 28 years, a total of 91 years for three proprietors. W. J. Reynolds, foreman in the news room, is the veteran of the office. He joined the *Recorder* staff in 1873 and recently completed 47 years' continuous connection with the newspaper. W. J. Moore, business manager, joined the composing staff in 1875 and subsequently became in succession mechanical superintendent and business manager. A. R. MacKenzie, of the job room, first became connected with the *Recorder* 40 years ago, while S. W. Bell, mechanical superintendent, and D. P. Empey, linotype operator, have each been with the paper for 32 years. J. A. Kincaid, of the press room, joined the staff 42 years ago, but has not been continuously with the paper. Fred A. Row, linotype operator, similarly has been connected with the newspaper for 39 years. M. C. Franklin, editor, joined 22 years ago, and T. W. Major, news editor, 26 years ago. William McLean, of the press room, became connected with the *Recorder* 20 years ago.

Maritime

The Ross Print Ltd., of Halifax, have installed a No. 6 Golding press.

Bert Maze, who has worked in many offices in Halifax, left recently for Sydney, C.B.

Thos. Ridley, formerly a linotype operator on the Halifax *Herald*, is now in Montreal.

Pat Brennan, who will be remembered by many of the old-timers on the *Acadian Recorder*, Halifax, recently underwent a successful operation at the Victoria General Hospital,

HON. CHARLES E. DAVIES, M.L.C.

Many Canadian publishers will regret to learn of the death of Hon. Charles Ellis Davies, M.L.C., managing proprietor of the Hobart *Mereury* and Tasmanian *Mail* He was a delegate to the recent Imperial Press Conference, and in that way met many of the Canadian newspaper publishers and editors. He was particularly fond of hearing of Canadian politics and business affairs, and lost no opportunity on his visit to add to his knowledge of these. The late Mr. Davies was interested in many lines of sport, had travelled very widely and was the author of several books.

Halifax. Mr. Brennan, for the past number of years, has been with the Mutual Life Assurance of Canada.

A Lathan wire stitcher is the latest addition to the plant of the Imperial Publishing Co., Halifax.

Miss Sheehan, who has been on the keyboard at the Imperial Pub. Co., left Halifax recently for Quebec.

The mechanical staff of the Halifax *Herald* and *Evening Mail* held their annual sleigh drive recently, this year going to the Florence Hotel at Bedford.

C. J. Havill, of the Printers' Supplies Ltd., Halifax, has been receiving the congratulations of his many friends on the birth of a bouncing young son.

The mailing end of the *Citizen*, Halifax labor paper, is now being handled in an up-to-date manner, the number system is replacing the old fashioned date idea.

Rev. Robt. Norwood, pastor of one of the large churches in Philadelphia, and a noted Canadian writer, is completing a novel, the scene of which is laid in Nova Scotia.

James Hickey, news editor of the *Morning Chronicle*, Halifax, has been laid up for some time, suffering from erysipelas. This is his first absence from his desk through illness in thirty years.

Dr. J. D. Logan, lecturer on Canadian Literature at the Acadia University, is delivering a series on "The Social Ideals in Canadian Prose and Poetry." Dr. Logan's latest work is "Twilight Litanies."

Andrew Merkle, superintendent of the Canadian Press Association throughout the Maritimes, will shortly publish a volume of narrative verse based on the legend and romance of the early French adventurers in Nova Scotia.

The printers of Halifax are taking to hockey strongly this year. The married men of the *Herald* and *Mail* staff recently defeated the single men from the same office. It is expected that the *Chronicle* and *Echo* staff will shortly issue a challenge.

Commodore J. L. Stewart, veteran editor of the Chatham, N.B., *World*, who was so badly injured as the result of a fall in his office that his life was despaired of, has been discharged from the Hotel Dieu, where he was taken for treatment, and is once more at the helm of his newspaper. Mr. Stewart, who is the most outstanding personality in Maritime journalism, is 75 years of age, and has published the *World* for thirty-five years. He is now contemplating a trip to the West Indies, in company with some St. John friends.

Quebec

Frank Phillips has been appointed news editor of the Quebec *Telegraph*. Mr. Phillips brings to the service of the *Telegraph* and its readers an experience of twenty years of journalism in the Dominion from Montreal to Vancouver, in which latter city he has been engaged in newspaper work since his return from a four years' absence overseas with the Canadian forces.

Le Digesteur, or the *Digester*, just as you care to call it, is a little weekly paper published under the auspices of the Laurentide Paper Co., in the interests of the town of Grand Mere, Que. Events around the mill and in the vicinity generally are chronicled, together with a large amount of personal matter. It is a repeater, that is one column says that "Miss Winnifred Linton spent Christmas with relatives in Ottawa," while the next one is equally certain that "Mlle. Winnifred Linton passa la Noel avec des parents a Ottawa."

British Columbia

R. P. Latta and Co., Vancouver, announce a change in their name to Rose, Cowan and Latta, Ltd., at 500 Beatty street.

H. M. Whimster, foreman of the Jones Printing Co., Nelson, was married New Year's week, to Miss Jean Palmer of Erickson.

Bruce A. McKelvie, of the editorial staff of the Vancouver *Daily Province*, has been selected as manager of the "Made in B.C. Campaign."

The *Courier*, Cranbrook, is now running a ladies' page, with one of that town's lady journalists in complete and entire charge—so the *Courier* says.

I. N. Ross, editor of the *Clarion*, Cabri, Sask., has been a winter visitor at Okanagan points, renewing old acquaintances with editor McDougall of the *Herald*, Penticton.

During the absence of J. A. McKelvie, M.P., at Ottawa attending the parliamentary session, W. E. McTaggart of Vancouver, will occupy the editorial chair of the *News*, Vernon.

The *Enterprise*, Blairmore, is intalling a linotype. The *News*, Trail, is another paper that finds its linotype equipment incomplete, and has just placed an order for a No. 19 machine.

The *Courier*, Cranbrook, starts the new year right, with the installation of a new 30-inch interlocking paper cutter and a Chauncey Wing mailer—to say nothing of several new fonts of display type.

The *Herald*, Penticton, enjoyed the most Christmas advertising prosperity of the interior weeklies at least. The issue two days before Christmas was twenty-four pages, and heavy to display advertising.

G. W. A. Smith of the *Ledge*, Greenwood, was married to Miss Viadaynao of Trail at the latter place on January 22nd. Mr. Smith has the *Ledge* under lease from its owner, R. L. Lowery, who is still at the Grand Forks hospital.

Kootenay publishers noted with regret the demise of the *Times*, Bonners Ferry, Idaho, about the middle of January. Approximately four years ago Bonners had a daily and two weeklies for a time. Now it boasts only the *Herald*.

The *District News*, of Munson, Alta., has a new rate card in which transients are charged 40c per inch; monthly, 35c per issue; special rate on ads of 12 inches or more run continuously, after three months 30c per inch, after six months, 25c per inch, per issue.

Honors are coming thick and fast for the Vernon *News*. Only a month or so ago J. A. MacKelvie, editor of the paper, romped off with Federal honors, while at the local elections J. L. Ball, manager of the *News*, was elected alderman of Vernon for 1921 by a very flattering vote.

E. Lockwood and W. Young of Gravelbourg, Sask., are reported to have purchased the *Kootenaian*, Kaslo, and will get possession early in February. Jas. Grier, who is operating the plant under lease, will probably move back to New Denver, and open up in the job printing line.

The Cowichan *Leader*, Duncan, B.C., in a recent issue, gives an interesting history of its beginning and subsequent career. The *Leader* is now 21 years of age. The paper is a credit to those who get it out. It carries a nice volume of business at good rates, and has the appearance of a paper that is paying its way and living decently and comfortably. Hugh Savage, the managing editor, has solved the riddle of making a weekly paper part and parcel of the community.

Word comes from Nelson of the passing of one of the pioneer newspaper men of the West. W. A. Jowett died in the Kootenay Lake General Hospital in the evening of January 27 at the age of 72 years. Mr. Jowett came to Nelson from Revelstoke in 1893, having previously worked in Winnipeg. Mr. Jowett resided recently at Edgewood, on the Arrow Lakes, where he was a Justice of the Peace. Mr. Jowett was born in Yorkshire, was a member of the Masonic order and leaves to mourn his loss, besides his widow, four sons and a daughter.

"Made in B. C. Campaign" was inaugurated at a joint meeting of representatives from the Board of Trade, Manufacturers' Association of British Columbia, Canadian Manufacturers' Association, and manufacturers held last November. It is proposed to carry on the campaign for at least 12 months, the object being to encourage the manufacture and sale of commodities made or produced in this Province. Mr. McKelvie is a native son, having been born in Vancouver 31 years ago, and since his early manhood had been engaged in newspaper work, so that though comparatively young, he ranks among the veteran newspapermen of the city. Leaving High School he first

Our Address: *130 W. Wellington St.*

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No. 460—39x55 New Series Cottrell Two-Revolution Press, four rollers, four distributors, interchangeable, sheet and fly delivery, first-class press.
No. 376—Six-column Quarto Two-Revolution Campbell, table distribution, front fly delivery, four form rollers, four distributors.
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No. 432—13x19 Colts Press.
No. 396—¾" New Jersey Stitcher.
No. 424—No. 7 Wire Stitcher.
No. 442—24" Rosback Perforator.
No. 461—32" Cloth Ruling Machine.
No. 463—10x15 Westman & Baker Gordon.
No 4[illegible]—10x15 Westman & Baker Gordon.
No. 465—10x15 Westman & Baker Gordon.
No. 487—10x15 Colts Armory.
No. 467—10x15 Challenge Gordon.
No. 478—No. 11 Pearl, 7x11, treadle and power fixtures, used six months.
No. 443—30" Oswego Lever Cutter.
No. 488—26" Golding Lever Cutter, used three months.
No. 434—19" Westman & Baker Lever Cutter.
No. 456—No. 7 Brehmer Wire Stitcher.
No. 235—10" Bradley Card Cutter.
No. 447—No. 1 Golding Padding Press.
No. 407—500 lb. Metal Pot with gas burner.

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PHONE MAIN 1892

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Proof of QUALITY
Read What Users Have to Say:

"I have before me some of your type (Caslon), also some foundry type. This type has just finished a run of 25,000 on very rough cartons. Your type has weathered the stormy run and came through in better shape than the foundry type." Such is the statement, in part, of an enthusiastic user of our products at London, Ont.

Another user of our products says in part: "Having used some of your type for a little over a year, we have found it satisfactory in every way, and would like to add a few fonts to the series we already have."

Our Type, Rule, Leads, Slugs, Spaces and Quads are accurate and durable (not Monotype) and are guaranteed to give lasting service. Let us know your requirements.

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74 Market Street
Toronto Ontario

E. D. LOWE

E. D. Lowe, president and general manager Lowe-Martin Co., Limited, Ottawa, was re-elected alderman for Wellington Ward of that city by a comfortable majority. During his time in council Mr. Lowe had an Industrial and Publicity Committee appointed, to look out for industries and for the tourist trade, and he also introduced the town planning Act, which has passed the Council. This provides for the creation of zone areas, etc., looking to the future development of Ottawa along approved lines. In this connection the plan also takes up the laying out of proper transportation facilities for future areas.

entered into the work under D. M. Carley on the *Chroniele*, Ladysmith, B.C. Coming to Vancouver he joined the staff of the *Daily Sun*, then located at Seymour and Georgia Streets. This was followed by over a year as editor of the *News* at Prince Rupert, then in the heyday of its boom. About eight years ago Mr. McKelvie came to the editorial staff of the *Daily Province* and has remained there since. He has taken an active interest in the work of the Board of Trade and kindred organizations.

Municipal and other elections last month were kindly disposed toward the B.C. newspaper gentlemen. L. J. Ball of the *News*, Vernon, and T. A. Love of the *Gazette*, Grand Forks, were re-elected aldermen. R. J. McDougall of the *Herald*, Penticton, is president of the town's board of trade; C. F. Hayes of the *Review* is vice-president of Creston board of trade, while L. P. Sullivan of the *Courier* is president of the Churchman's Club in connection with St. Mary's Church, Cranbrook. Mr. Love's exceptional qualifications have been fittingly recognized in his appointment as chairman of the finance committee.

Mr. H. V. Esmond, the noted English actor, and Miss Eva Moore, his co-star in the company which was playing at the Avenue Theatre at Vancouver, were guests of the B.C. Institute of Journalists at dinner in the Citizens' Club. Mr. Esmond recited Tennyson's "Siege of Lucknow," and Miss Moore spoke happily. They were given a cordial welcome. Occasion was taken to give a send-off to Mr. Frank Phillips of the *Sun* staff, who was leaving at the end of the week for Quebec to become news-editor of the *Telegraph*. Mr. William Philip Simms, United Press correspondent at British headquarters during the war, who is in town on his way to the Far East for the United Press, was also a guest.

Saskatchewan

The *Grinder*, Cut Knife, Sask., has started again with Fred George as editor and proprietor.

R. Augustus is the new editor and proprietor of the *Gazette*, of Verwood, Sask., formerly owned by T. B. Malcolm.

M. L. Tuve, formerly of Ogema, Sask., has purchased the *Enterprise*, of Gravelbourg, Sask., from Lockwood and Young.

The Moose Jaw Printing Co., Ltd., which company has taken over the job printing formerly conducted by the *News* of Moose Jaw, are moving into more commodious quarters situated in the Commercial Block, 127 High Street West.

Oscar W. Juckes has disposed of most of his newspaper holdings in Saskatchewan. To Fred T. Hill he sold the Lawson *Post*, The Mower *Tribune* and the *Beacon* of Central Butte, Sask. The above three papers are published from the one office at Central Butte, Sask. Mr. Hill is also proprietor of the *Courier* at Riverhurst, Sask. His latest purchase gives him four papers on the Regina-Riverhurst branch of the C.N.Rys. W. Westman, a practical printer, has been put in charge of the Central Butte office. To W. P. Davison, Mr. Juckes' partner at Melville since May, 1920, he sold the Melville *Progress*. Mr. Juckes served his time at the office of the *Herald*, MacGregor, Man. The first owner was E. A. Bailey, who sold to Rev. Andrew Chisholm, who sold to J. L. Cowie. In the fall of 1906 Mr. Juckes went to the Estevan *Mercury*, but in the spring of 1907 re-established the *Signal* at Maple Creek, Sask. In 1908 he was back at the *Mercury* as foreman, staying there until 1910, when he secured an interest in the Watrous *Post*, selling out to Mr. Garrett, his opposition. He then established himself at Lawson, Mower and Central Butte, Sask., and in July, 1919, established the *Progress* at Melville, Sask. Mr. Juckes has always been very much interested in a variety of sports, particularly lacrosse, baseball, football and hockey.

Alberta

H. C. Dillingham has purchased the *Province*, of Innisfail, Alta., from Geo. W. Westland.

Hy. Oke has purchased the plant and business of the *Messenger*, of Clive, Alta., formerly published by P. E. Backman. Mr. Oke is moving the plant to Lacombe, Alta.

J. H. Woods, managing editor of the Calgary *Herald*, and president of the Alberta division of the C.P.A., has returned again to his desk after an illness of some weeks.

The *Morning Albertan* of Calgary conducted a successful circulation campaign, under the supervision of the Hornes, who have had a number of contests in Western Canada in recent months.

Geo. Westland, who has for some years been publishing the *Province* at Innisfail, Alta., is retiring from the publishing business on account of ill health. H. C. Dillingham has purchased the business and will carry on both the newspaper and job plants.

Walter Bryan is now circulation manager of the *Morning Albertan*, Calgary. He was for seven years on the London (Eng.) *Times*, and coming to Canada joined the staff of the Calgary *News-Telegram*, later going to the *Canadian*. Before going to the *Albertan* he was for some time assistant circulation manager of the Calgary *Herald*.

How Paper Boxes Are Made

Robert F. Salade has issued an interesting book on "How Paper Boxes are Made." It is in short a book of instruction on the entire process and should prove valuable to the apprentice, the finished workman, or to the person who may be investigating the possibilities of this field. The various chapters deal with plain "set-up" boxes, paper boxes with flanges, druggists' pill and powder boxes, candy boxes, cartons, etc. The printing department of a box-making plant is also gone into, and many time-saving suggestions are made. The book is illustrated throughout, giving names of many firms where necessary equipment can be secured. It also gives list of equipment needed for starting in business. The book is selling at $2.50 and will be handled by the Shears Publishing Co., at Lafayette, Ind.

LAST MINUTE CLASSIFIED ADS

SEE CLASSIFIED ADVERTISEMENTS ON PAGE 68

FOR SALE—TWO NO. 1 WESTMAN & BAKER BEAVER PRESSES, throw-off, either power or treadle, in good shape. $90 each. Wire Waverley Press, Queen St. East, Toronto. (p2p)

FOR SALE—ONE 8 x 12 NEW SERIES CHANDLER & PRICE Gordon press, equipped with Horton pulley, only used few months. Also one 8 x 12 old series Gordon in first-class condition. Will be sold at sacrifice. Apply Box 14221, Printer and Publisher. (p2p)

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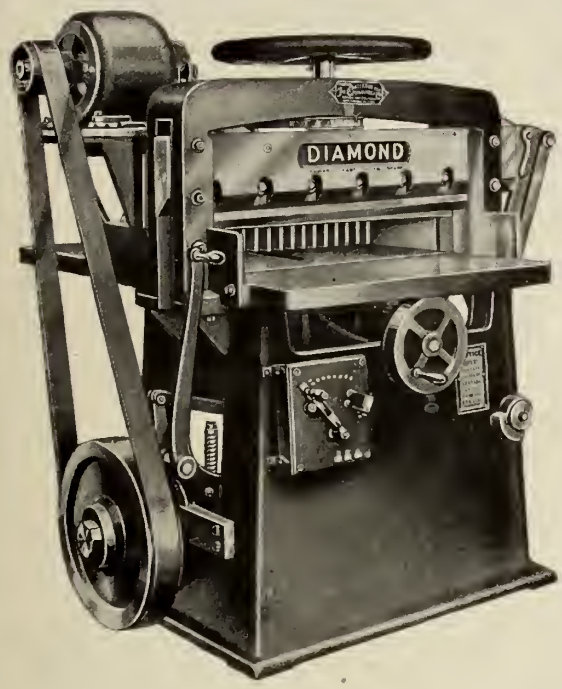

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Money-Saving!

IN the Diamond Power Paper Cutter you are offered a machine that is without equal in strength, accessibility and simplicity — features that mean a saving in time, labor and money.

The "Diamond" is built to produce the maximum amount of accurate stock cutting and trimming with minimum effort at minimum cost. Guaranteed from base to arch for long and strenuous life of duty.

In these days it is necessary to practise economy in every department—put "Diamond" efficiency into your business. Write now for full information covering this economical and efficient cutter.

HOERNER Combination Shute Board and Type-High Machine

Soon Pays For Itself

THE small printing office can use it to paying advantage; the large office cannot afford to be without one. By passing all cuts or plates mounted on wood through this machine, makes them square and type-high, lock-up tight and print right. They save all the time you are now wasting in filing, rasping, sandpapering and scraping —and the results are more satisfactory. **Soon saves its cost. Write for prices.**

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Bench Lever Embossers
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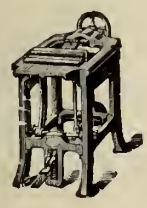

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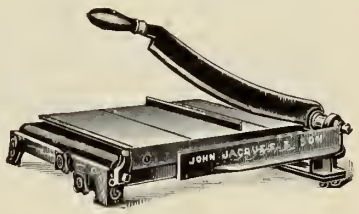

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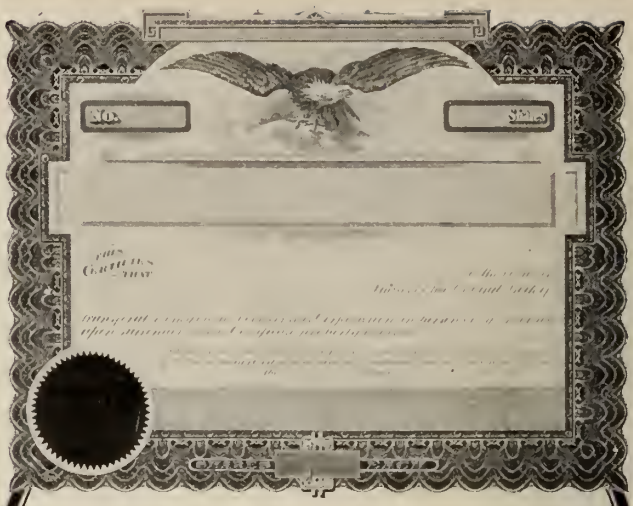

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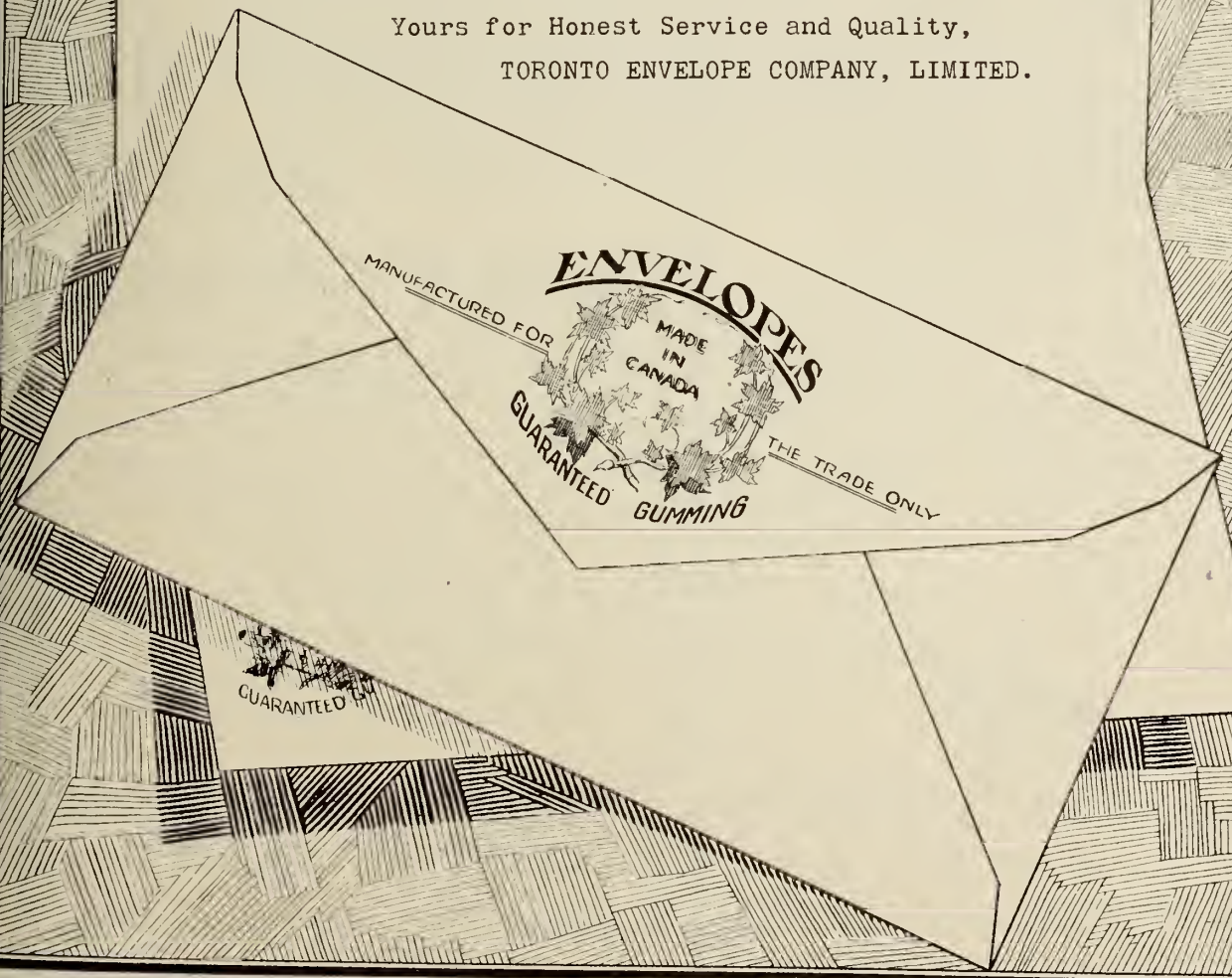

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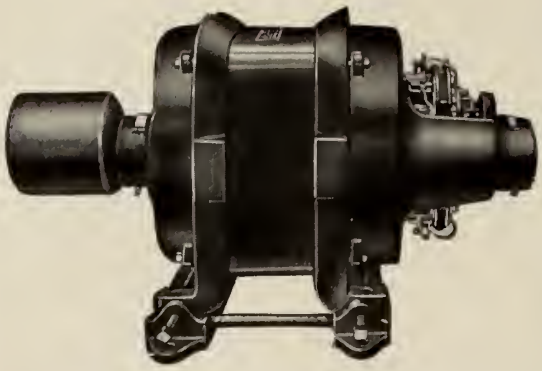

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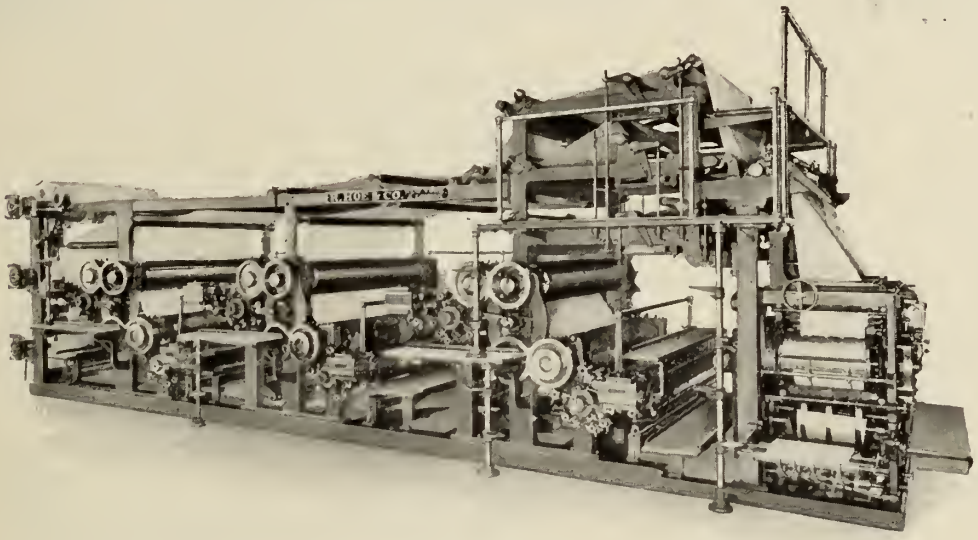

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A Decuple or 5-unit Press of this type was recently installed for the Toronto Telegram and another similar Decuple is now in process of installation in their new plant. A Double-Sextuple or 6-unit Press of the Unit-type is being installed for the Hamilton Spectator, and Unit-type Quadruples are in process of construction for L'Evenement, Quebec, and the Halifax Herald.

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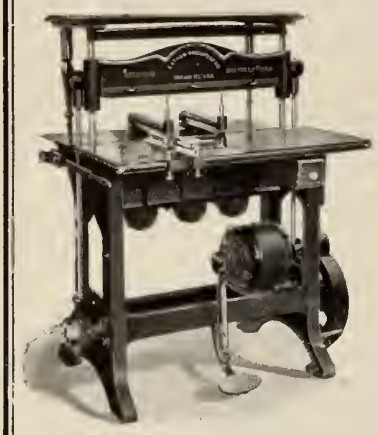
CHICAGO, ILL.

"MONITOR" MACHINES



Universally Favored

"Monitor" machines do more work and better work in a given time than other machines, owing to their superior design. They are not only built to cut labor costs and turn out high quality work—they are sturdy in construction and built to last.

The "Monitor" line consists of Wire Stitchers of all kinds, Perforators, Punching Machines, Corner Cutting Machines, Numbering Machines, Embossing Machines—machines to meet every bindery requirement.

Sold in Canada by

H. J. LOGAN, 114 Adelaide St. West, TORONTO

Manufactured by

THE LATHAM MACHINERY CO. - NEW YORK, CHICAGO, BOSTON

The Monitor No. 1 Wire Stitcher

"The One Machine For All Jobs" and is the most popular machine on the market for use in the average plant. It gives year in and year out service on all kinds of work; anyone can operate it; requires practically no attention, and invariably proves a money-maker in any plant.

MONITOR

Quality, Speed, Service

The One Machine for All Jobs

That's the verdict the leading Printing and Bindery Shops of America have accorded the *Monitor No. 1 Wire Stitcher*. It is a merited verdict because on all kinds of jobs, from stitching a two-page pamphlet with light No. 28 or 30 wire to stapling a heavy ⅞-inch flat book with 20 x 25 wire, there is no machine made that will turn out a better job, do it quicker, and do it at lower operating costs.

A Trial Will Convince You

If you are not now using a *Monitor No. 1 Wire Stitcher* in your plant, it will pay you to learn about its strength and simplicity of construction, its mechanical superiority, its record for volume and quality output. INVESTIGATE. Then install a machine and give it your hardest job. It will quickly prove its ability to deliver.

Ask for Catalog No. 31 To-day

Our Service Department will gladly furnish you any information desired about Monitor No. 1 Wire Stitcher or any other machines of the Monitor line.

LATHAM MACHINERY COMPANY

"Latham Machines Last Longest"

BOSTON 1153 Fulton Street, CHICAGO, ILL. NEW YORK

FOREIGN REPRESENTATIVES

Wm. Dawson & Sons, Ltd., Otley, Eng.
John Dickinson & Co., Cape Town, S.A.
H. J. Logan, Toronto, Canada.
Fonderie Caslon, Paris, France
Lettergieterij, Amsterdam, Holland.
Geo. M. Stewart, Montreal, Canada.

Dead accounts brought back to life and turned into solid cash.

Results secured in a manner satisfactory to all concerned.

5 POINTS

Send us your list of delinquents now--delay means lost money!

Our clients have nothing to lose under our plan—NO COLLECTIONS NO CHARGE!

Largest publishers as well as the smallest can use our service to advantage.

A TRIAL WILL PROVE THESE 5 POINTS

Publishers' Protective Association

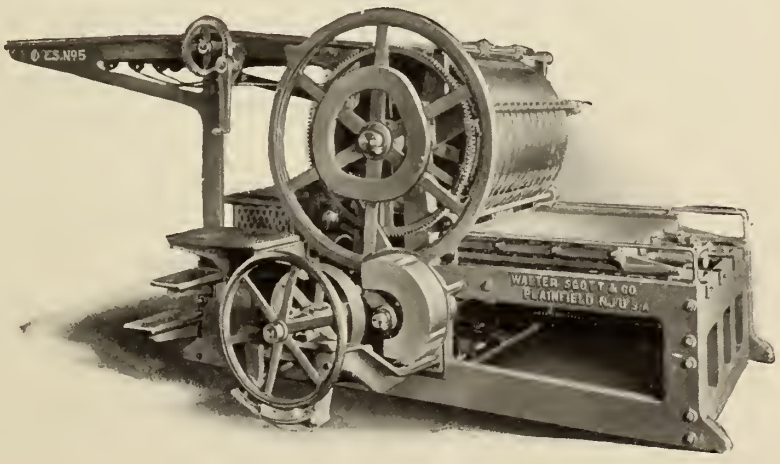
Goodyear Building, TORONTO, ONT.

Phone Adelaide 2067

The SCOTT High Speed Direct Drive Cutting and Creasing Press

THE strongest press ever built for this work and now used by progressive carton manufacturers of the Dominion and the United States. It does all we claim for it, and there is room for it in every carton plant.

Send for our Catalogue



WALTER SCOTT & COMPANY

Main Office and Factory: PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42nd Street

CHICAGO OFFICE: Monadnock Block

Say you saw it in PRINTER AND PUBLISHER

Of Interest to Every Canadian

Number One of a Series of Advertisements

Efficient service is the keynote of membership of

PRINTER & PUBLISHER

—IN—

Canadian National Newspapers and Periodicals Association

—a highly constructive service—absolutely dependable and devoid of prejudice and personal bias. It means much to you!

The policies and principles back of this important service enable you to secure practical and impartial information of great value in business and in the home: and they assure a ready fund of literature of exceptionally high standard at all times.

To read the Association's Standards of Practice listed herewith is to understand what this Association means to you.

Standards of Practice

Canadian National Newspapers and Periodicals Association

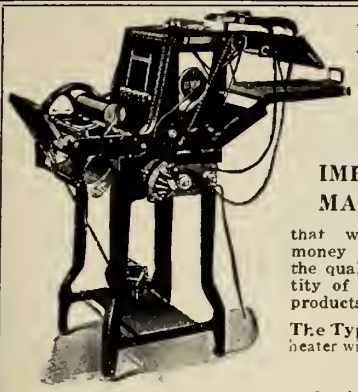
THE Members of this Association shall dedicate their best efforts to the cause of business, and public service, and to this end shall pledge themselves:

1. To consider first the interests of the Subscriber.
2. To work for truth and honesty in all departments.
3. To eliminate, in so far as possible, their personal opinions from their news columns, but be leaders in thought in their editorial columns, and make their criticisms constructive.
4. To refuse to publish puffs, free reading notices, or paid write-ups, to keep their reading columns independent of advertising considerations, and to measure all news by the standard "Is it real news?"
5. To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function in the field which they serve, and then to strive, in every legitimate way, to promote that function.

This is Number One of a series of advertisements regarding an Association that typifies thorough-going Canadian stability. Read the forthcoming advertisements in the Magazines, and Agricultural, Business, Religious and Educational newspapers, and Technical newspapers.

Canadian National Newspapers and Periodicals Association

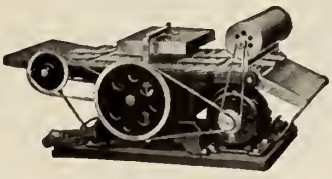
Office - 70 Lombard Street - Toronto, Ontario



The Do-More Automatic Process Embosser

PRINTING AND EMBOSSING WHILE YOU WAIT

with IMPROVED MACHINES that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

The Automatic Card Printing Machine

The Typo-Embosser is our Improved Process Embossing Machine. With double heater will take any size of stock up to 12 inches wide. *Write for our booklet No. 9 to-day.*

Territory open for live agencies.

Automatic Printing Devices Co.
Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

Write for exclusive agencies.

GOSS

The Name that Stands for SPEED— DEPENDABILITY— SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

for

KELLY PRESS INKS

You Cannot Do Better Than Consult

SHACKELL, EDWARDS & CO.
LIMITED
127 Peter Street -:- Toronto, Canada

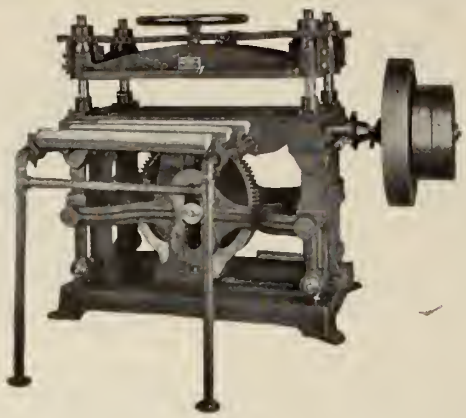
MADE IN CANADA

MONEY-SAVING INFORMATION

"The most useful information contained in any paper I get"—so a Western banker writes in to-day's mail, renewing his subscription for FINANCIAL POST.
"Very often," his letter goes on to say, "I am called on to suggest investments for small amounts, sometimes as low as a few hundreds, and I find your Investors' Inquiry Service a reliable partner to consult. If every investor knew there was such service at his call it would surely lessen the losses of many of these people."
The Investors' Inquiry Service fills just that need. Unless you are perfectly sure of your investments write us before you buy.
It costs FINANCIAL POST subscribers nothing to be sure before placing hard-earned savings in stocks that may never have a chance of paying dividends.
Trained service men will give you the benefit of keen analysis based on the facts behind the securities you are considering. This is one of many features enjoyed by our readers.

THE FINANCIAL POST, 143 University Ave., Toronto, Can'

Send me for one year (52 issues) The Financial Post. I attached $5.00. Commence at once.



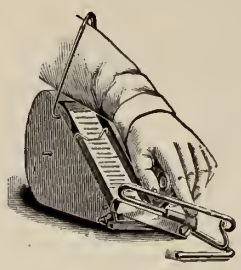
Envelope Die Press

CAPACITY 26" x 35"
TABLE TRAVEL 4½"

Several Presses now Operating. Send for Names of Users.

Prices and Full Description Promptly Furnished. Write

ROYAL MACHINE WORKS
738 St. Paul St. West
MONTREAL, QUE.
"BUILT IN CANADA"



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Quality Service

TINNED STITCHING WIRE

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made Product.

Sold by Leading Jobbers.

THE
STEEL COMPANY OF CANADA
HAMILTON LIMITED MONTREAL

Rebuilt Machinery

1—½" Morrison Perfection Stitcher.
1—½" Rosbach Stitcher.
1—½" Brehmer Power.
1—8 x 12 W. & B. Power, complete.
1—7 x 11 Prouty Power, complete.
1—10 x 15 W. & B. Gordon Press, complete with power fixtures.
1—10 x 15 Challenge Press, complete with power fixtures.
1—13 x 19 Colt Armory Press, complete.
1—14 x 22 Colt Press, John Thomson, complete.
1—Burton Foot Power Pager, 6 Number Head.
1—36" Hickok Ruling Machine, complete with Striker and 1 Beam. 2nd Beam can be attached.
1—2-Revolution No. 43 Optimus, bed 28 x 41, 3-Form Roller, Trip, Printed, Side Up Delivery. Table Distribution.
1—26" Oswego Lever Cutter.
1—19" W. & B. Cutter.

New Cylinder Presses, Platen Presses, Paper Cutters, Ruling Machines, Perforators, Stitchers and Plant Installations Complete.

ROYAL MACHINE WORKS
738 ST. PAUL ST. W.
MONTREAL

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

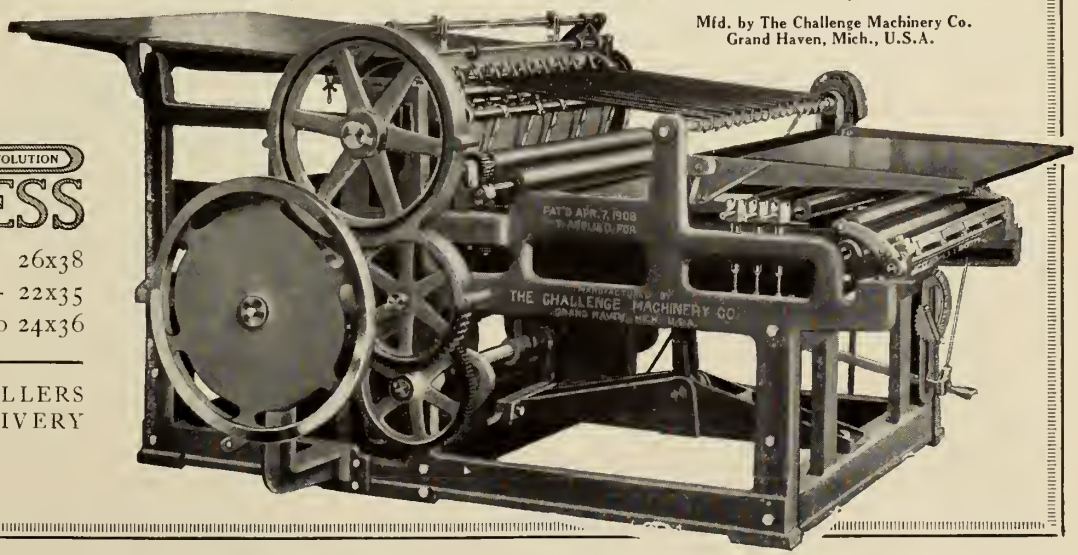
The Strongest Boosters for the Lee Press Are Its Many Users Throughout the World

BECAUSE of its ease of handling, due to the simplification of parts and conveniences for the operator; its low first-cost and remarkable low up-keep; its fine register and distribution; its rigid impression; its sturdy construction and built-in durability; its adaptability for a large range of work, from a newspaper or poster to the highest grade of fine commercial work; and its all-round dependability, it makes every Lee Press user an enthusiastic Booster for the press.

SEND TODAY FOR FULL PARTICULARS AND LEARN WHY "LEE PRESS USERS ARE LEE PRESS BOOSTERS"

Westman & Baker Limited, Sole Agents for Ontario **165 Adelaide St. W., Toronto**

Mfd. by The Challenge Machinery Co. Grand Haven, Mich., U.S.A.



LEE PRESS TWO-REVOLUTION

Size of Bed - - 26x38
Size of Form - - 22x35
Takes Sheet up to 24x36

TWO FORM ROLLERS
FRONT FLY DELIVERY

"A voice roared out, hoarse, profane;--the Mate's voice: 'Thought you'd try it again, did you, you dashed beach-comber. I'll teach you, and when I find the dog that left that rope for you I'll give him a leaf out of the same book. You bloody waster! I'll teach you! I'll——!"

This is an extract from Frank Packard's "Pawned," which commences in the February 15th issue of MACLEAN'S MAGAZINE.

At the period in the story that this is written the leading character is a beach-comber in the South Sea Islands.

Three months later, John Bruce is stretched at full length on a luxurious divan in the most sumptuous apartment of the Bayne-Miloy, New York's newest and most pretentious hostelry.

How had this wonderful metamorphosis been made? It is a mystifying, enthralling, intriguing story, the secret of which you can only get by reading every instalment of Frank Packard's wonderful yarn.

OTHER UNUSUAL FEATURES

"Are We Ashamed of Our Snow? No!"
By Charles Christopher Jenkins.
This tells the story of the conquering of the snow-drift problems by the railways of Canada.

"The Drama of Our Great Forests"
By Arthur Heming.
"Meeting of the Wild Men," filled to the brim and overflowing with forest-lore.

"Solons of the 80's"
By Col. Geo. H. Ham.
Some episodes of the 80's and 90's when he and his confreres were recording Canada's political history.

"Soldiers' Settlements Making Good"
By Agnes C. Laut.
The wonderful success which has met the work of the Soldiers' Settlement Board in the West.

"The Cross in the Sky"
By R. T. M. Scott.
A psychic story; simply, forcefully told, and tinged with war atmosphere.

"The Queer Toff in Number 13"
By Leslie Gordon Barnard.
A human story of a brilliant man who almost "pegged out" until a wonderful love drew him back.

"The City of Peril"
By Arthur Stringer.
The concluding instalment of this melodramatic serial by one of Canada's favorite authors.

REVIEW OF REVIEWS

A selection from all the most interesting and instructive periodicals garnered from all quarters of the globe—autobiographical, scientific, descriptive and literary. The best from more than 100 magazines and newspapers—to save *your* time.

MACLEAN'S
"CANADA'S NATIONAL MAGAZINE"

FEBRUARY 15th ISSUE For Sale on All News-stands **20c**

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample Sheet of our Tympan Paper.

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office : Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Cromwell Paper Co.

Department P.P. **Jasper Place, Chicago, U.S.A.**

Minimum Spoilage!
Maximum Production!
Continuous Loading!

You not only get cost-cutting speed; spoilage, too, is almost nil with the McCAIN. You can hook it up with your Cleveland, Brown, Dexter, Hall or Anderson high-speed machines.

THE McCAIN AUTOMATIC FEEDER

Steady and Reliable

If your folder feeders always showed up on Monday morning; if they were never late, never got tired, never became careless, never grumbled about working overtime, you would increase the output of your plant, have less trouble, make more money—that is why you will be interested in the McCain Continuous Automatic Folder Feeder. *May we send you the complete story of this production booster and cost reducer?*

McCAIN BROS. MFG. CO. 29 South Clinton St. **CHICAGO**

Sold in Canada by J. L. MORRISON CO., TORONTO GEO. M. STEWART, MONTREAL H. J. LOGAN, TORONTO

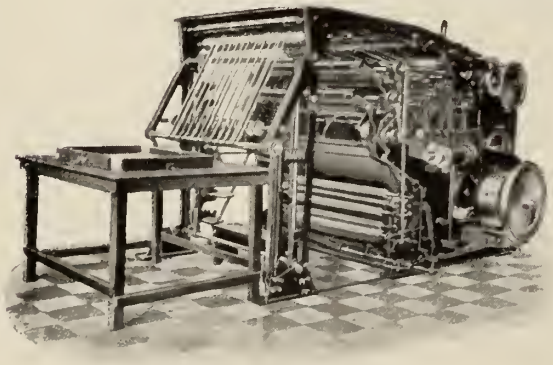
Efficient! More Efficient! Most Efficient!

1871 1921

MANN MACHINES are the superlative comparison of efficiency for all Lithographic Printers.

WHY? Because they are the product of the best brains of the lithographic printing world in conjunction with the best brains, machine tools and work of engineers with

FIFTY YEARS' EXPERIENCE OF LITHOGRAPHERS' NEEDS



TWO COLOUR AND PERFECTING ROTARY OFFSET MACHINE

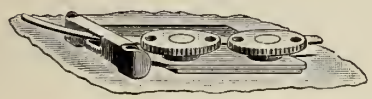
Find out everything you can about our single colour, two colour and tin-printing machines.

Such information will be to your advantage and will result in placing your orders with us.

GEO. MANN & CO., LTD.
HENRY STREET, GRAY'S INN ROAD
LONDON, W.C. 1, ENG.
CABLES: LITHOMAN, LONDON

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

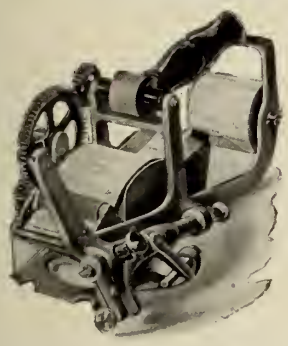
QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

THE NEW
WING ALUMINUM MAILER



is used throughout the world by the most progressive publishing houses.

Let us send you particulars and explain the merits of the label pasting system.

Chauncey Wing's Sons
Greenfield, Mass.

ELECTROTYPES and STEREOTYPES

Quality Our First Consideration

Quick *Service*

TORONTO ELECTROTYPE & STEREOTYPE CO.
Limited
122 Adelaide Street West
TORONTO

L. D. 'Phone
Adelaide 1638

R. C. ELDER
Manager

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors—Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . . TRY US ONCE—YOU'LL CONTINUE TO.

Send $1.00 for Trial Can

Reliance Embossing Powder

Prove to your own satisfaction that you can secure the finest of embossed effects in

Private Greeting Cards, Wedding Invitations, Letterheads, Programmes, etc., on your regular job presses without plates, dies or special apparatus.

Reliance Embossing Powder gives you the means of doing embossing work economically and efficiently—send $1.00 for trial can.

RELIANCE INK CO., LIMITED
WINNIPEG
Agents for B.C.: Smith, Davidson & Wright, Vancouver

Safe Cheques

National Safety Paper will protect cheques in every part—amount, payee, date and endorsements—against fraudulent alteration.

If you print or lithograph cheques, let us send you a sample book.

George LaMonte & Son, Ltd.
319 Carlaw Ave., Toronto

ARE YOU INQUISITIVE?

If not, do not pay any attention to this; if you are, look on page 68.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

SITUATIONS VACANT

REPORTER WANTED, WITH EXPERience on semi-weekly or small city daily, capable of digging up all the news of a progressive community, with lots of energy and initiative ability to solicit and write advertisements and job printing and assist editor generally in office. State experience and offices where trained. Opening is in office of live Saskatchewan paper. Box 10221, Printer and Publisher. (p2p)

LINOTYPE MACHINIST OPERATOR wanted; good wages and working conditions. Apply, stating experience and qualifications, to Box 291220, Printer and Publisher. (pfp)

WANTED—JOB COMPOSITOR WITH EXperience in high-grade display and commercial work. Write, mentioning "Printer and Publisher," to Henry K. Wampole & Co., Ltd., Perth, Ont. (prp)

LINOTYPE OPERATOR ABLE TO CARE for machine; every encouragement to first-class man. Apply, mentioning "Printer and Publisher," to Linotype Composing Co., 68 Dundas West. (prp)

SITUATION WANTED

WANTED— POSITION AS MANAGER OR superintendent of printing plant. Exceptional typographical layout ability. Familiar with paper, estimating and production cost. Experienced staff organizer to produce best quality of catalog and general printing. Box 3221, Printer and Publisher.

CIRCULATION MANAGER, 16 YEARS' EXperience, daily and weekly newspapers. Member I.C.M.A., good executive, correspondent and office man, thirty-five years old and married. Would take on commercial and trade journals as representative. In touch with all phases of circulation and advertising activities. Best of references. Address Box 5221, Printer and Publisher. (p2p)

ADVERTISING MAN OF TWO YEARS' EXperience is open to discuss proposition with publisher or agency, who seeks earnest and energetic worker. Write Box 111220, Printer and Publisher. (pfp)

Advertising Promotion Manager Wanted

The Canadian Daily Newspapers' Association requires a Manager for its department for the promotion of advertising in Canadian daily newspapers.

This position calls for a man with proven ability in selling daily newspaper advertising—a man with good address, strong personality, capacity as an organizer, and accustomed to meeting business executives.

A good salary will be paid.

Apply by letter, stating qualifications and experience, to Canadian Daily Newspapers' Association, 902 Excelsior Life Building, Toronto.

OPPORTUNITIES

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220, Printer and Publisher, 143 University Ave., Toronto. (pufp)

THE OUTPUT OF THE GREAT MONOtype factory is absorbed as it is manufactured; that means a constant demand for Keyboard Operators, the best of working conditions, good wages, and a permanent position is always open to Monotype Keyboard Operators. Free schools in Philadelphia, New York, Chicago and Toronto. Lanston Monotype Machine Company.

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Box 102720, Printer and Publisher. (pfp)

AUTOMATIC FEEDERS 10% TO 25% faster than hand feeding. The McCain attached to Dexter, Brown, Anderson, Hall or any other high-speed folder gives the printer maximum production. Write for particulars, mentioning "Printer and Publisher." to McCain Bros. Mfg. Co., 29 South Clinton St., Chicago. (pmp)

AGENTS WANTED

WANTED—SPECIALIST AGENTS TO REpresent the firm of Caplain Saint Andre Fils & Cie., 8 Rue Portefoin, Paris (3e), manufacturers of bronze powders and imitation gold leaves. Write, mentioning Printer and Publisher. (psp)

BRIGHT REPRESENTATIVE WANTED IN every town and city; need not devote entire time, but must be capable of dealing with best business people; good side line for printing salesman, insurance or real estate man. Write, mentioning "Printer and Publisher," to Mr. Cutler, 61 West Richmond St., Toronto. (pmp)

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto. (ptfp)

YOUR DEPARTMENT OF SERVICE

Printer & Publisher

Classified Advertisement Section

143 University Ave., Toronto

Phone: Adelaide 5740

WHY NOT SELL YOUR IDLE EQUIPMENT?

If you have anything to sell use a result-getter! The classified advertisement section of *Printer and Publisher* is a sure result-getter.

FOR SALE

FOR SALE—MILLER UNIVERSAL SAWTrimmer; saws and trims cuts, slugs, brass rule; sell for $275; cost $475 with attachments; $200 cash, terms on balance; firms consolidated. Address Sawsale, 205 West Twentieth, New York. (p4p)

FOR SALE—COLTS ARMORY PRESS—IN good order. Bed 14 x 22 in., double fly wheel, double gear, with heating chamber for embossing attached. Extra heavy press. The lowest or any tender not necessarily accepted. Terms cash, f.o.b. Victoria. Address King's Printer, Victoria, B.C. (p4p)

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MACHINE WANTED—TYPE-SETTING MAchine, suitable for general work in good country office. Will consider both new and second-hand. Give full particulars. Free Press, Forest, Ont. (p2p)

WANTED — SECOND-HAND CHANNEL plate for No. 5 Linotype. Give price and condition. Box 24121, Printer and Publisher. (p2p)

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ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. W., Toronto.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Albion Sewing Cotton Co., Ltd., London, Eng.
Berry Machine Co., St. Louis, Mo.
Christensen Machine Co., Racine, Wis.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Kallstrom, J., New York City.
Logan, H. J., 114 Adelaide St. W., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison Co., J. L., Toronto, Ont.
Royal Machine Works, Montreal.
Steel Co. of Canada, The, Hamilton (wire).
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Luckett Loose Co., Toronto.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Eastern Brass & Wood Type Co., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
The Toronto Type Foundry Co., Ltd., Toronto.
Westman & Baker Limited, Toronto.

CORDS, SILK, ETC.
Albion Sewing Cotton Co., Ltd., London, Eng.

COUNTING MACHINES
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Publishers' Protective Association, Toronto.
Nagle Mercantile Agency, Laprairie, Montreal.

EFFICIENCY EXPERT
Pepper, J. L., 38 Toronto St., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

ELECTROTYPE METAL
British Smelting & Refining Co., Ltd., Montreal.
Canada Metal Co., Limited, Toronto.
Hoyt Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Automatic Ptg. Devices Co., San Francisco, Cal.
Ellis New Method Embossing, Hamilton, Ont.
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

ENGRAVERS
Legge Bros., Ltd., Toronto.
National Photo Engraving Co., Montreal.
Reliance Eng. Co., Toronto.

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Dawson Ltd., W. V., Montreal and Toronto.

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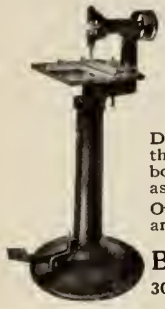

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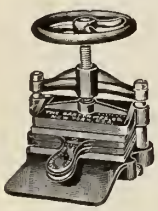

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Cross-Atlantic Newspaper Service, Montreal.
Dominion News Bureau, Ltd., Montreal.
International Syndicate, Baltimore, Md.
Publishers News Service, Regina, Can.

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(*Including Bronzing Powders.)
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Canada Printing Ink Co., 15 Duncan St., Toronto.
Columbia Printing Ink & Roller Co., Vancouver.
Dominion Printing Ink Co., Ltd., Toronto.
Manton Bros., Toronto, Ont.
*Reliance Ink Co., Winnipeg, Man.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops. Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

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DeCarle-Wareham Co., Toronto.
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Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.
Miller & Richard, Toronto and Winnipeg.
Westman & Baker Limited, Toronto.

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Chauncey Wongs Sons, Greenfield, Mass.
Rev. Robert Dick Estate, Buffalo, N.Y.
Speedaumatic Co., The, Chauncey Wing's Sons, Greenfield, Mass.

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The Challenge Machinery Co., Grand Haven, Mich.
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The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

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PAPER BOX MFG. EQUIPMENT
Williams, Notting & Co., London, Eng.

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Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dawson Ltd., W. V., Montreal.
Dickinson & Co., John, 25 Melinda St., Toronto.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
La Monte & Son, Ltd., George, Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Mitchell, J. & W., Birmingham, Eng.
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Provincial Paper Mills Co., Toronto.
Rolland Paper Co., Ltd., Montreal, Que.
Samuel Jones & Co., Ltd., 7 Bridewell Place, London, Eng., and Waverley Park, New Jersey.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
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Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., 504-520 Grand St., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Mann Lithopress Co., The, New York City.
Manton Bros., Toronto, Ont.
McCain Bros. Mfg. Co., Chicago, Ill.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Miller & Richard, Toronto and Winnipeg.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Royal Machine Works, Montreal.
Scott & Co., Walter, Plainfield, N.J.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd., Toronto.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

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Hoe & Co., 504-520 Grand St., New York.

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Porte Publishing Co., Toronto.

"REDUCOL"
Indiana Chemical Co., Indianapolis, Ind.
Manton Bros., Toronto.

ROLLERS
Canada Printing Ink Co., Ltd., Toronto.
Columbia Printing Ink & Roller Co., Vancouver.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.
Winnipeg Printers' Roller Works, Winnipeg.

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N.Y.

RULED FORM
Matrix Ruled Form & Tabular Co., Forth Worth, Texas.

STEREO PAPERS
Dixon & Co., Ltd., L. S., Liverpool, England.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
DeCarle-Wareham Co., Toronto.
Eastern Brass & Wood Type Co., New York City.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.
Miller & Richard, Toronto and Winnipeg.

TYPESETTING
Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES
Canadian Linotype, Ltd., Toronto.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Toronto.
Linograph Co., Davenport, Iowa.
Stephenson, Blake & Co., Toronto.

WIRE (Tinned Stitching)
Steel Co. of Canada, The, Hamilton.

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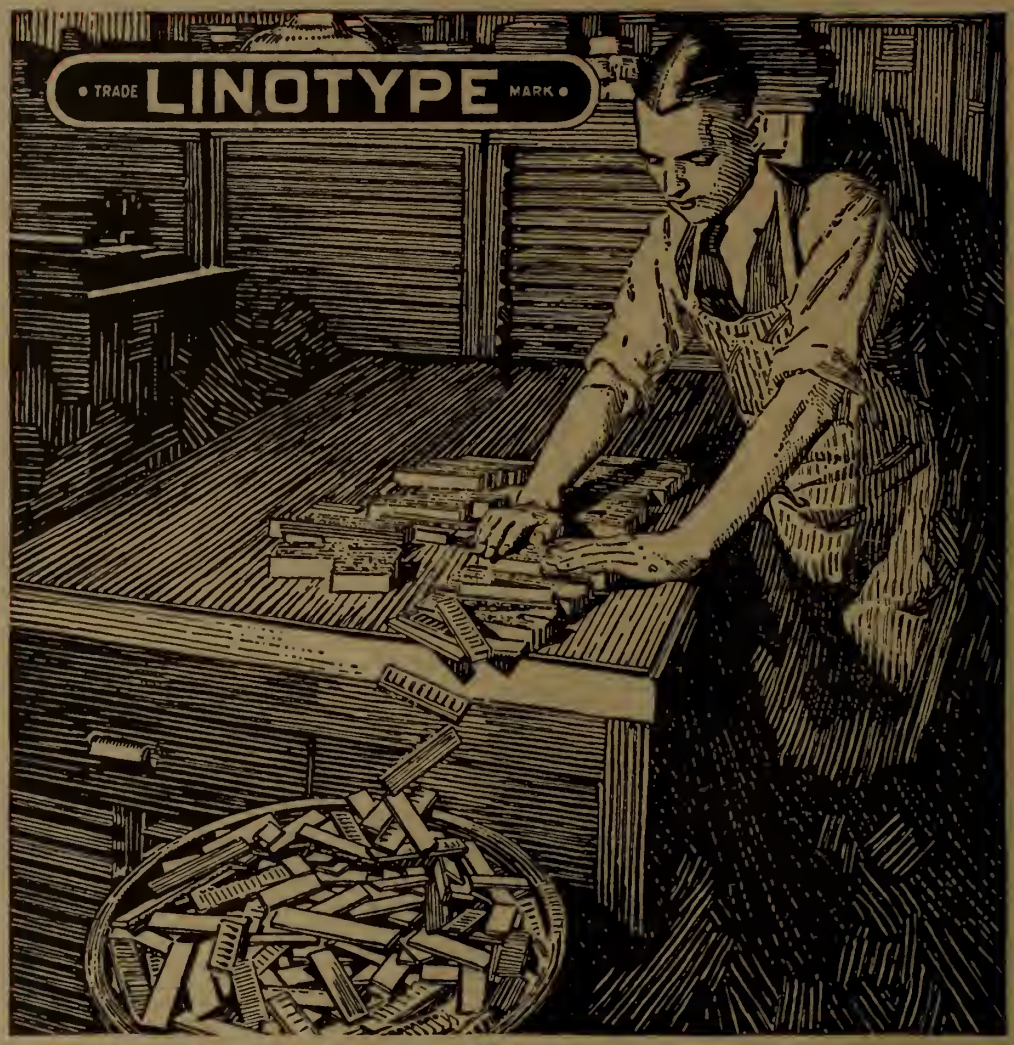

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Volume 30, Number 3 Toronto, March, 1921

PRINTER & PUBLISHER

MARCH

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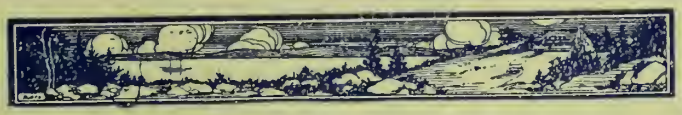
—Bovee



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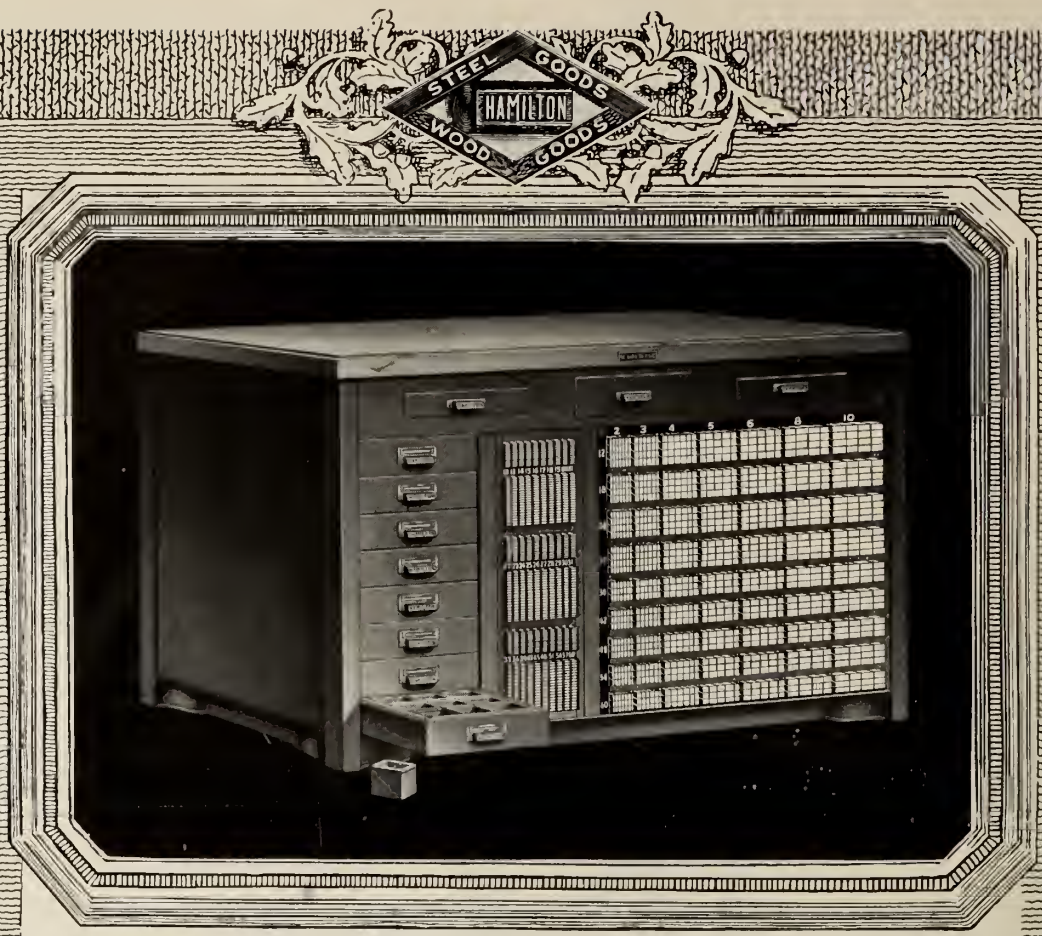
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641



AN ACCEPTED FACT

ONE FACT IS CLEAR—economy leads to the accumulation of wealth, and combines the very essential factors of Primary Cost, Reliability, Convenience, Field of Service, Permanency. These are the BIG FIVE. It requires study and effort to unite them—united they represent 100% efficiency, and command success. —*Business Science.*

The Hamilton Steel Imposing Table No. 726 (illustrated above) is standard in quality of material, design and workmanship. Its labor- and space-saving features speak for themselves.

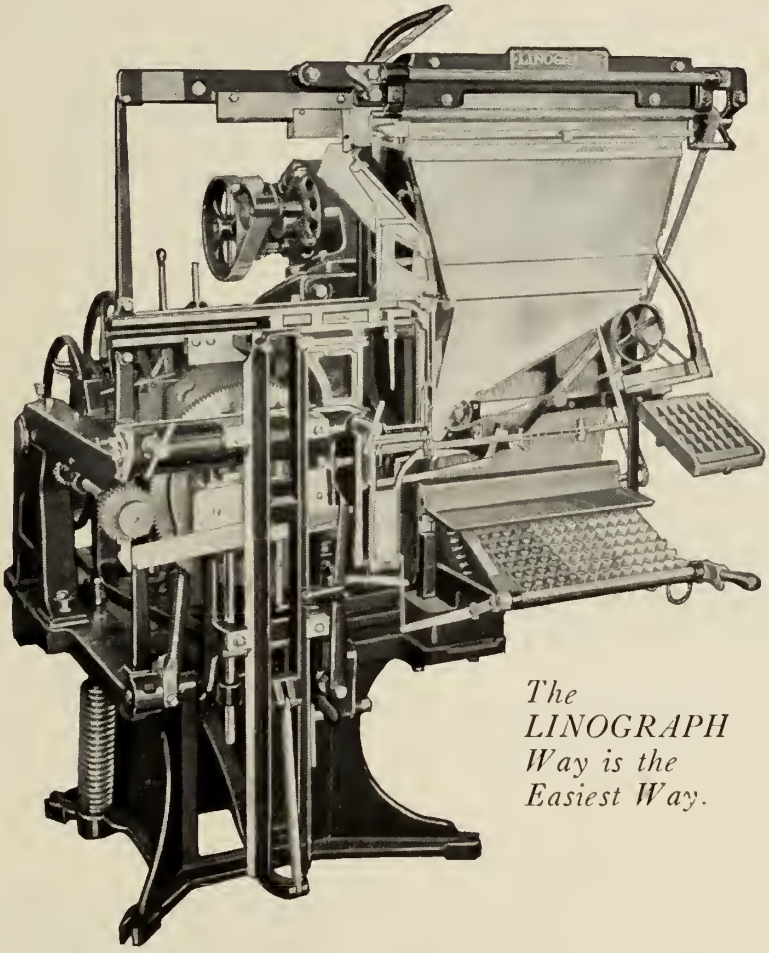
Hamilton Steel Composing Room Equipment is built to meet the most exacting requirements and fully complies with all the foregoing specifications of BUSINESS SCIENCE.

The Hamilton Manufacturing Co.

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

HAMILTON GOODS are for sale by all Prominent Type Founders and Dealers Everywhere

THE LINOGRAPH
IS THE FIRST MACHINE TO BUY



The LINOGRAPH Way is the Easiest Way.

HERE ARE A FEW REASONS:

A LINOGRAPH is used more and is the most useful machine in the shop.

A LINOGRAPH makes possible a greater amount of news that is still new.

A LINOGRAPH enables you to keep the rest of your equipment in more regular use, thus increasing your income and profits.

A LINOGRAPH enables you to spend more time with your patrons, which gives you a wider acquaintance in the community.

A LINOGRAPH actually pays off the old debts while paying for itself, and then proceeds to make you financially independent. Write us for more details.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U.S.A.

ETABLISSEMENTS PIERRE VERBEKE
GENERAL EUROPEAN AGENT
Rue des Boiteux 21
BRUSSELS, BELGIUM

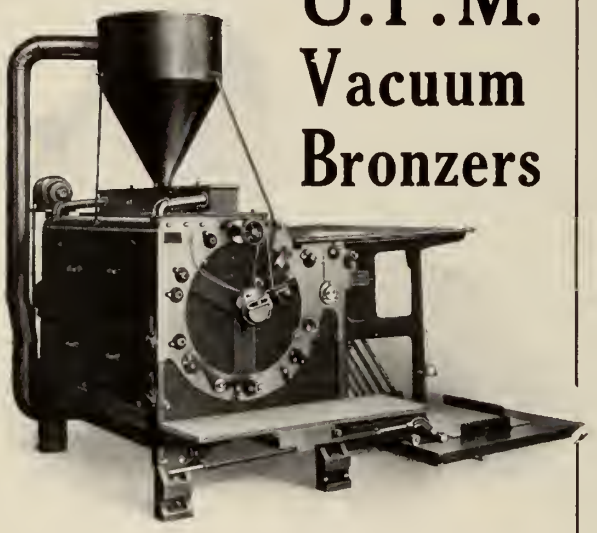
PARSONS & WHITTEMORE, INC.
AGENTS FOR AUSTRALASIA
30 Market Street
SYDNEY, AUSTRALIA, N.S.W.

United Printing Machinery Company

23 Houses

that use a total of **123**

U.P.M. Vacuum Bronzers



U.S. Printing & Lithograph Co.	24
Robert Gair Co.	9
Forbes Litho Mfg. Co.	7
Stecher Lithograph Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho Co.	4
Ketterlinus Litho Mfg. Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4
A. Hoen & Co.	3
Lord Baltimore Press	3
Maryland Color Printing Co.	3
Multi-Colortype Co.	3
Sackett & Wilhelms Corp.	3
Schmidt Lithograph Co.	3
Victor Talking Machine Co.	3
Wilmanns Bros.	3

RE-ORDERS TELL
what users think of this Bronzer

This Happened★

Two more presses were needed.

Conferences ended with these words by the manager:

"Before we buy more presses, we'll try out the Chapman Electric Neutralizer!"

The test was made on three presses.

Right away the entire plant of seventeen large presses was equipped.

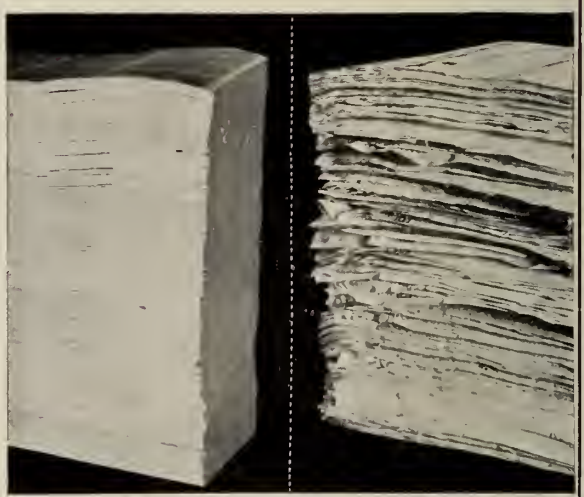
Result for the year:
Seventeen presses with Neutralizers equalled the production of ***nineteen presses*** hampered by static electricity.

Figure the savings.

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this ↘ instead of like this ↘



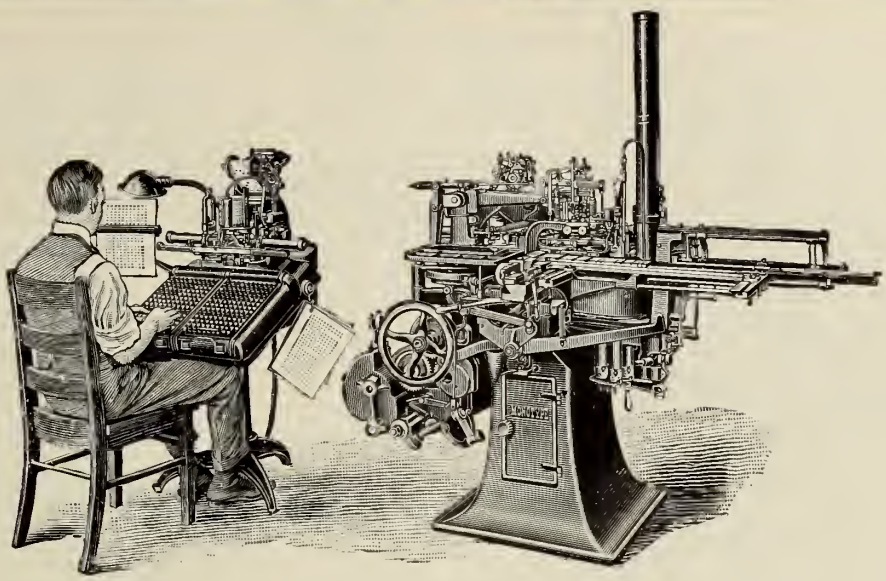
★ **We'll tell names to those who ask**

UNITED PRINTING MACHINERY COMPANY

38 PARK ROW
NEW YORK

604 FISHER BUILDING
CHICAGO

83 BROAD STREET
BOSTON



The True Test
of comparative efficiency

is *not* the number of mechanical revolutions, nor even the amount of product a typesetting machine actually delivers, but

—it *is* the net cost of turning copy into forms ready for printing—and this includes composition, corrections, make-up, lock-up and make-ready.

A machine whose product facilitates and reduces cost of all subsequent operations, and thus reduces the value of any greater speed of initial production, is the more efficient. The Monotype *does* that—

and more!—*machine* production, on all kinds of copy, day for day, week for week, is cheaper on the Monotype—and better. It is so much better that only the Monotype is considered for the finest printing.

Investment less, also—the Monotype is always busy on new composition—no machines needed to correct matter already set.

Monotype is supreme
in every test

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

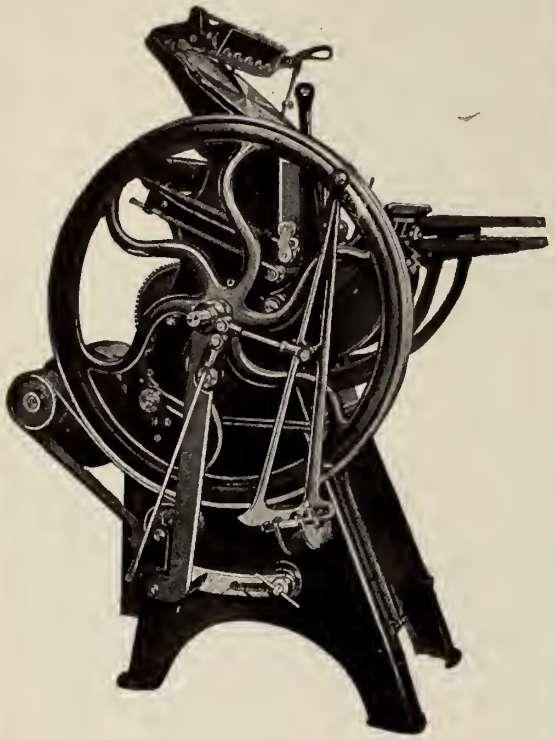
316

This page composed in Monotype No. 36 Series and Monotype rule.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

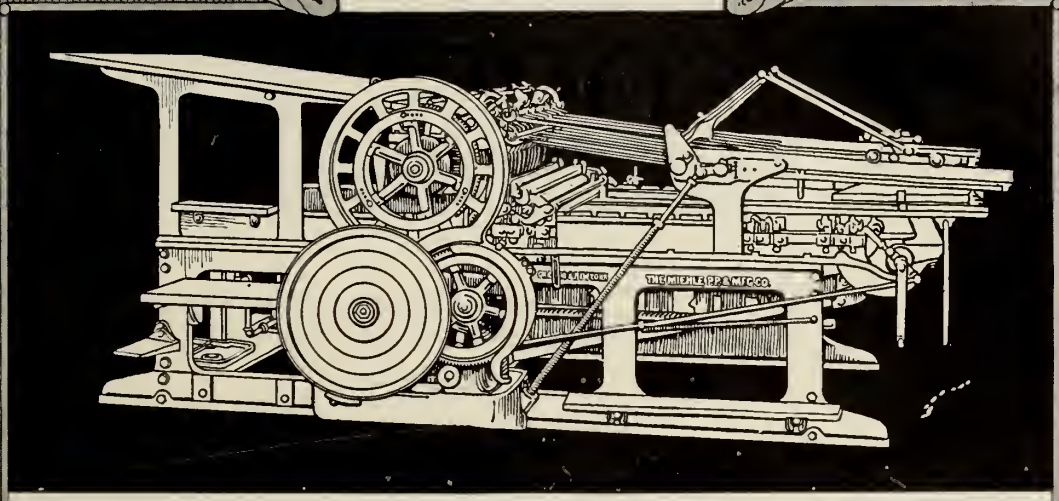
Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

The Miehle



TRUE QUALITY

TRUE quality is not self-conscious. Its possessor is not boastful. Its merits are assured; they compel recognition by their own force.

For over thirty years, the Miehle has been in constant use by an ever-increasing number of printers. In this long period, there has been ample opportunity for the most complete test of the press in every respect.

And what is the verdict? Does the Miehle possess true quality?

From thousands of printing offices everywhere, the answer comes; not in words of praise, in empty commendation, but in unsolicited orders for more Miehles, and still more Miehles.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block — PHILADELPHIA, PA., Stephen Girard Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. — DALLAS, TEX., 611 Deere Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

What is a GOOD INK CORRECTIVE?

These are days when little things are big. Competition is mighty keen. Buyers are considering price as well as quality and service. A little better quality, a little lower price, and a little better service land the big jobs. A good ink corrective gives you the edge in all three.

A good corrective quickly and surely adjusts the ink to every job, regardless of paper and weather conditions. It saves time on makeready, during the run, starting up in the morning, all along the line. *That's better service.*

A good corrective absolutely eliminates picking and mottling. It greatly improves distribution, keeps fine line cuts clean, and makes halftones print as sharp and smooth as the engraver's proof. On process work it prevents crystallization, thus permitting perfect overlapping. *That's better work.*

A good corrective saves the pressman's time by ending all trouble with the ink, by reducing wash-up during the run, by helping to cut down offset and slipsheeting. By improving distribution, it saves 10% to 50% of the ink. *That's lower costs.*

A good corrective has absolutely no harmful results. It softens the ink, instead of thinning it. It does not dim the color. It is neither a dryer nor a non-dryer. It is equally effective for black or color work.

REDUCOL

is guaranteed to measure up to all these requirements of a good ink corrective, and more.

Further information will be sent on request, but the best way to find out is by actual trial. Orders from any reputable printing or lithographing house will be gladly accepted on a 30-day approval basis.

INDIANA CHEMICAL & MFG. CO.
Dept. C-3, 135 S. East St., Indianapolis, Ind., U.S.A.

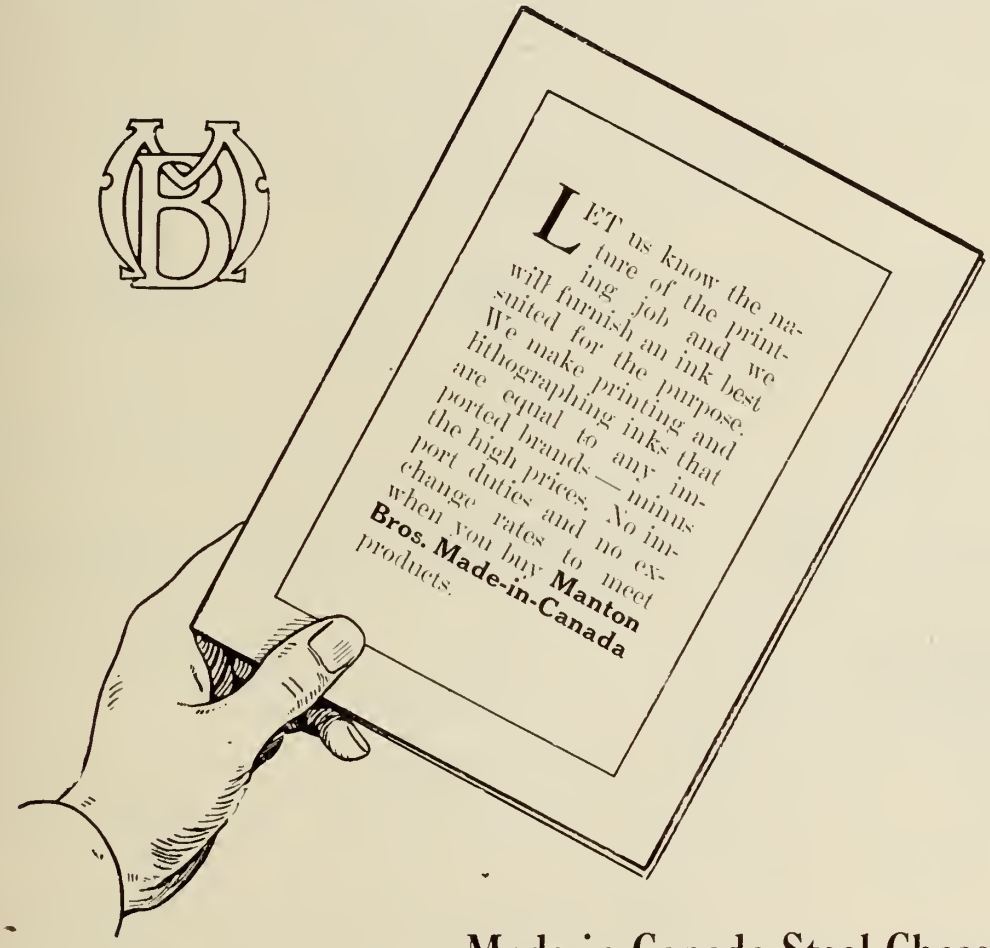
Canadian Agents:
MANTON BROS.
Toronto Montreal Winnipeg

REDUCOL

Buy

Made-in-Canada

INKS AND ROLLERS


LET us know the nature of the printing job and we will furnish an ink best suited for the purpose. We make printing and lithographing inks that are equal to any imported brands — minus the high prices. No import duties and no exchange rates to meet when you buy Manton Bros. Made-in-Canada products.

Made-in-Canada Steel Chases

Why buy imported makes? We warrant our steel chases to be second to none. All sizes. Quick delivery.

MANTON BROS.

TORONTO WINNIPEG

IMPERIAL WOVE

An S.C. Writing of Unequalled Value

STOCKED IN

17 x 22—16—20
22 x 34—32—40
17 x 28—20½—25½
19 x 24—19½

PRICE:

Full Reams, 20½c.
Case Lots - 19c.
Tons - - - 17¼c.

Our Stocks are complete and we can make prompt shipment.

UNITED PAPER MILLS, LIMITED

TORONTO HAMILTON

Efficient! More Efficient! Most Efficient!

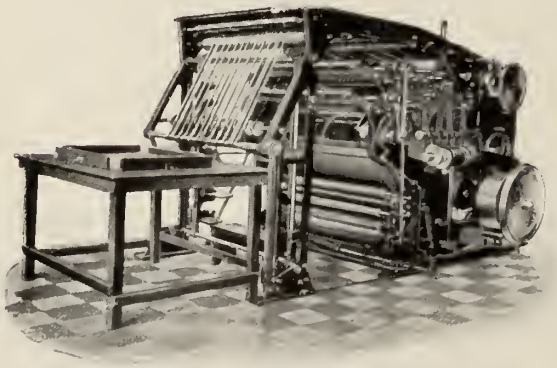
1871 1921

MANN

MACHINES are the superlative comparison of efficiency for all Lithographic Printers.

WHY? Because they are the product of the best brains of the lithographic printing world in conjunction with the best brains, machine tools and work of engineers with

FIFTY YEARS' EXPERIENCE OF LITHOGRAPHERS' NEEDS



TWO COLOUR AND PERFECTING ROTARY OFFSET MACHINE

Find out everything you can about our single colour, two colour and tin-printing machines.

Such information will be to your advantage and will result in placing your orders with us.

GEO. MANN & CO., LTD.

HENRY STREET, GRAY'S INN ROAD
LONDON, W.C. 1, ENG.
CABLES: LITHOMAN, LONDON

BLOTTER ADVERTISING

WE are entering upon a period that is going to call for all kinds of Advertising and one of the *best* and *most inexpensive* means of keeping your name prominently before those you are most desirous of interesting—is the distribution of Printed Blotters.

Ordinary advertising matter usually finds its way to the waste paper basket, but the blotter, on account of its usefulness, is retained for use.

"IVORY"
ENAMELLED BLOTTING

IS ONE OF THE BLOTTING PAPERS "DE LUXE" FOR ADVERTISING.

¶ Your letters, invoices, statements, etc., can carry an advertising Blotter at no extra expense for postage.

Suppose you distribute a few thousand Blotters and watch results—you will be agreeably surprised.

We carry large stocks in a pleasing variety of colors.

Samples and quotations furnished on request.

WILSON-MUNROE COMPANY, LIMITED
TORONTO, ONT.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

The New Sample Book of

ONION SKIN, MANIFOLD and THIN BOND Papers

will be mailed to you on request. Some of these papers are needed in every organized business office. They are sold by the leading paper jobbers.

MADE BY

ESLEECK MFG. CO.

TURNERS FALLS, MASS.

Wages ÷ 2 = 50% Saving
Output × 2 = 100% Increase
total = 150% GAIN

←MILLER IDEAL UNIT

The Problem of the Hour Solved by Millers

If you will total up the money you have paid out in wages to hand-feeders for the last twelve months, and then *divide* this sum by *two*, you will get a fair idea of the saving the Miller Feeder accomplishes in your Miller-Equipped neighbor's plant.

If you will total up the impressions produced by your hand-feeders for the last twelve months, and then *multiply* this sum by *two*, you will get a fair idea of the increased production the Miller insures your Miller-Equipped competitor.

You owe it to yourself and to your business to find out what Miller Feeders will do in reducing your labor costs and speeding up your production—*the problem of the hour.*

Write to-day for descriptive matter, prices and terms.

Miller Saw-Trimmer Co.

Branches: Atlanta—Boston Chicago—Dallas—New York Philadelphia San Francisco

Manufacturers of MILLER Saw-Trimmers

WRITE FOR CATALOG

TORONTO TYPE FOUNDRY CO., TORONTO
Selling Agents outside British Columbia

The
Reliance Engraving Co.
Makers of
Perfect Printing Plates

Cor. Edward St. & Centre Avenue
Toronto

RELIANCE ENGRAVING TORONTO

Telephone Adelaide, 4094
Canada.

If You, Mr. Printer

Study the methods of any successful manufacturer you will observe that he has applied these basic principles to the management of his business:

Elimination of Waste
Standardization
Quantity Production

And these principles are quite as applicable to the manufacture of printed work as they are to the making of any other product.

The Babcock *Universal Equipment* "OPTIMUS" has solved many production problems. Its time and labor economies have won the recommendation of both the employer and competent pressman.

Their endorsement of the "OPTIMUS" is substantiated by our greatly increased sales and indicates the important part our product is taking in the readjustment of costs in the printing industry.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory, New London, Connecticut

New York Office, 38 Park Row

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents, London, England. GORDON & GOTCH, General Agents for Australia
THE AMERICAN TRADING COMPANY, 25 Broad Street, New York City, Agents for China
NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HENSEN & SKOTVEDT, General Agents for Norway. KARL M. GRONBERG, Agent for Sweden. F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"

The DIRECT *and* OFFSET LITHO ROTARY PRESSES

manufactured by

Linotype & Machinery Limited

carry the BRITISH TRADE MARK that guarantees quality of design, construction, and output.

The Direct Litho Rotary is built in sizes ranging from Eight Crown to Quad Crown; the Offset from Quad Demy to Double Demy. Write for particulars and full specification.

LINOTYPE AND MACHINERY LIMITED

c/o Canadian Linotype Limited *68 Temperance Street*

TORONTO

ANNOUNCING

"Sure Seal"
GUARANTEED ENVELOPES

Nearly five years ago, when we started, we guaranteed the gumming on every envelope manufactured. This has been our continuous policy, and until quite recently we have had practically no trouble. What little we had in most cases was due to your customer, "The Consumer," using too much water in the sealing of envelopes. To correct this we made what we call "Guarantee Slips," as sample herewith.

GUMMING GUARANTEED

SEAL YOUR ENVELOPES WITH MOISTURE
THE TOO GENEROUS USE OF WATER
PREVENTS SEALING

RETURN THIS SLIP WITH SAMPLES IF EVERYTHING
IS NOT O.K.

One of these slips with our order number on it has gone into every box of Bond Envelopes we have manufactured.

We quite recently found ourselves in trouble with **very hard** sized Bond Papers belonging to one customer. Unconsciously we had overlooked keeping check on the mill's different papers, with the result that they had been becoming harder and harder to stick and less uniform as time went on and the mills became busier.

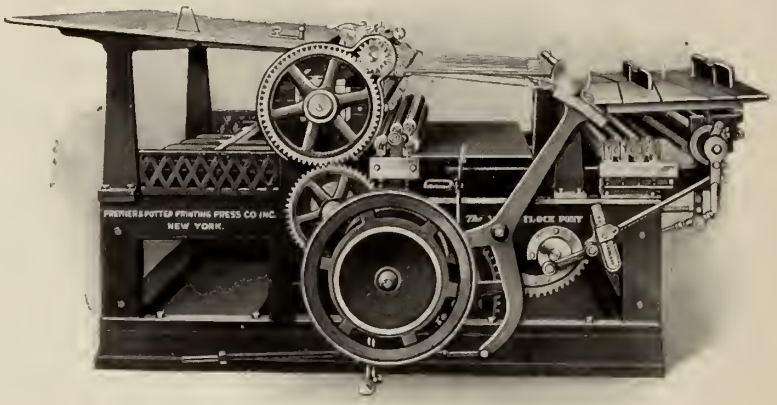
The mills of course say we are at fault, which we admit in only one respect, that is that we had not been checking the different grades as new shipments arrived.

To overcome this trouble we immediately developed "SURE SEAL" gum for using on these hard-finished papers exclusively. We therefore continue to guarantee to put a satisfactory seal on the hardest papers, and in this, we believe, we, "Your Envelope Department," stand alone.

Manufacturers to the Trade Only.

TORONTO ENVELOPE CO., LIMITED
119 WEST ADELAIDE STREET
TORONTO

The WHITLOCK Pony Press



Two-Revolution — Two-Roller — Front Fly Delivery

NO CYLINDER PRESS is so profitable to the printer as *The* **Whitlock Pony.** Its reputation is world-wide. Smooth in its operation, even and rigid in impression, exact in register, easy to operate, simple and durable. Prints everything from an envelope to a sheet the full size its type bed will take. Produces heavy and light job work of the finest quality with minimum labor. It runs hundreds per hour faster than other ponies. It is the standard pony cylinder press of the world. Let us explain *The* **Whitlock Pony** fully—also the following well-known presses:

The PREMIER Two-Revolution 4-Roller Press
The POTTER OFF-SET
The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES
1102 Aeolian Bldg., 33 West 42nd Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto, Ont.

Canada East:
GEO. M. STEWART
92 McGill St.
Montreal, P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, MARCH, 1921 Number 3

Ontario Publishers Meet at London

Discuss Many Matters of Common Interest

ONTARIO daily newspaper publishers discussed a great many problems at their meeting in London on March 4, principal among them being the attitude of the paper to the moving picture house, the necessity of maintaining, and even increasing where necessary, advertising and subscription rates.

Prior to the meeting, the publishers were guests of the London publishers at a dinner at the Tecumseh, a number of officers of the Chamber of Commerce and Kiwanis Club being invited to meet the publishers at this gathering. T. H. Purdom, in welcoming the visitors, remarked that newspapermen had the power of giants in their community, and in a forcible way he briefly developed the idea that their greatest responsibility lay in the proper exertion of that power. He was pleased to notice the departure of that bitter spirit of political antagonism that for years had done much to spoil the community spirit in any centre. Mr. Purdom was also pleased to have the opportunity to welcome Arthur Ford, who had recently come to London as managing editor of the *Free Press*.

Mayor Little extended the freedom of the city, and other speakers were Mr. Vining, A. Ford, Rev. Mr. Licklighter, of Adelaide St. Baptist church.

A number of suggested topics had been sent in from various members, and from this the programme for the day was made up. Calling the meeting to order, Frank Adams, of the *Advertiser*, chairman for the day, introduced the matter of theatrical advertising. W. B. Preston, of the Brantford *Expositor*, believed that for too long the business of giving publicity to moving picture show houses had been run on the principle of giving them anything they asked for, while now it was time to turn around and harness them. Their practice had been to give one half for one, that is half a line of reading matter for a line of advertising, but he felt this was out of proportion. The matter of using this material had been left to the discretion of the news editor, but here again there was always the danger of the theatrical men, who were keen for everything they could get, riding the news editor to death. The advance men of shows also were always on the alert to use what another paper had given them as a lever to force their way into the columns of other papers. Not only did Mr. Preston take exception to the amount of space taken up with the reading notices, but with the character of many of them. This matter runs in the columns of our papers, and it looks to the reader as though it had the endorsation of the paper behind it. As a general thing a very clever press man has put the stuff together and the subtle appeal to baser ideas is often made in a very clever way. In fact he was inclined to believe that some press agents aimed to make their reading notices more lurid and suggestive than the pictures themselves.

H. B. Muir, of the London *Free Press*, recalled the days when the movies ran the papers in London, and recounted steps that had been taken to cure the evil. They used no reading matter now—free stuff—except on Saturday when there was a page used as a feature. Previously they have been worse than a half to one, almost up to the four to one idea. They give now a criticism of the show when the programme changes twice a week, the criticism to be prepared by their own editorial department.

Mr. Kay, of the Kitchener *News-Record*, stated that they had cut down pretty severely on the amount of space given to moving picture shows. On Saturday they gave a write-up, based on one to three of advertising. For cuts in that they charge half price. They try to give a criticism of the show based on its merits. He thought if any standard were adopted by the papers they should be careful not to make it lower than that already attained by the papers which had gone ahead and dealt with the matter in their own communities.

Charles Dingman, of the Stratford *Herald*, recounted the experience of the papers in Stratford. There had been a time when the papers used to have their heads bumped by the show men, and it was familiar to have these men come to the *Herald* and tell what they had secured from the *Beacon*. So the papers there got together on the thing and decided that there would be no reading matter at all for the movies unless it were paid for at 10c per inch, a nominal rate. It had the effect of cutting out the reading matter entirely, while there had been just as much revenue as before from the display space—if there were any change at all it would be toward more use of display space. Mr. Dingman recommended their plan as the best way out. The papers were relieved of running all the press notices the show people brought in, and they were able to use this space to much better advantage.

Mr. Davis, of the Hamilton *Herald*, claimed that the show houses hired a good man from some of the city papers as their press agent, and paid him. This reporter knew all the men in all the offices, and he was very often able to get a lot of material across in that way. His paper was ready to go the limit now in cutting down on this class of reading matter. He admitted that too much space had been handed out to this industry.

The discussion drifted to a discussion of the standards of pictures, and brought out rather plain talk as to the duty of the papers when an objectionable picture came to town. Concerted action might be taken in making an appeal to the government for better control of picture advertising, but the objection was that when a government undertook to control anything, it controlled everything. It seemed to be the consensus of opinion that the papers could deal better with the matter individually.

W. J. Taylor, of the Woodstock *Sentinel-Review*, considered that the entire moving picture business was a purely commercial undertaking, and should be treated as such by the papers. He was certain that a great deal of the matter printed and many of the plates used were objectionable, and it required eternal vigilance to be on the lookout for them. He was convinced that the best way would be to refuse to publish their readers. If desirable send a reporter to the show, and pay his way. The refusing of all passes from show houses would be a move in the right direction.

S. Stephenson, of the Chatham *Planet*, gave an instance of where a promoter had taken in $2,500 a week in a house that did not seat over 500 people, and his earnings out of that total

S. STEPHENSON, of the Chatham *Planet*, has always declared that he was going ahead to turn his paper to an 8-column 12-em affair, and he has done it. He told the publishers at the gathering in London a few days ago that his only regret was that he had not done it long ago.

So far as Mr. Stephenson has been able to observe there is not a single objection to the plan. He has received no complaints from any source, and on days when he used to need 14 pages he can now send down 12 and carry all the business and news necessary.

The Chatham Planet

CANADIAN MANUFACTURERS SPENT VERY PLEASANT AND PROFITABLE TIME IN CHATHAM

BROKE UP AN INTERESTING GAMBLING GAME

Sixty Million Human Beings Cling To Life In a Pitiable Stupor or Utter Despair In Chinese Empire

WANTS CIGAR STUB REMOVED FROM WALK

GERMANS HAVE TILL MONDAY TO ACCEPT THE TERMS OF ALLIES ON REPARATIONS

German Press Now Talking Very Boldly

Situation In Russia Is Serious

PETTY THEFTS BEING PROBED BY THE POLICE

Small-Pox Is Raging In St. Thomas

had been over $900. Papers should not be backward in dealing with this form of transient advertising.

W. B. Preston also took up the matter of allowing the material in a Saturday film page to come out as though it were written by the staff of the paper, and in this way having the weight of the endorsement of the paper behind it. When we do not mark it advertising, or as coming from their press agents, we accept a very serious responsibility. He also made the point that reporters turned in their report of a show from the advance material. It really meant that the advance agent furnished the account of the show, and in that way it was impossible to have a poor and unworthy production driven out.

Although no resolution was presented to the meeting, it was the general feeling that some very decided action would be taken by a number of the papers that are still using considerable free reading matter for the movies and road shows.

The Rates Must Stand

When the matter of advertising and subscription rates came up, the members were eager to state their case. Mr. C. S. Bean, of the Kitchener *Telegraph*, brought the matter up, stating that on various occasions he had been asked when the prices for advertising space were coming down Merchants contended that they were selling some lines at a loss, and therefore thought the publisher should do likewise. The slight decrease in white paper made very little difference, while labor costs were not likely to recede. Mr. Bean suggested that it would be a very acceptable service were the manager of the Association able to collect data from a number of publishers giving their comparative costs for the last two years.

W. J. Taylor thought it was quite possible to meet all arguments calling for a lower cost in advertising rates. The newspapers do not carry stocks at all. It takes a year almost to put a new rate into full effect. Merchants and manufacturers in many cases made big profits during the years of the war, while to the publisher the war was a curse in every way. Right now the publisher must make up for the profits he did not get before. His paper had brought subscription rates up to 15c a week, and his lowest rate was 2c per line. "We are going to keep up our rates, regardless of what turn a few raw materials make. When we find that we are making more money than we are entitled to on our investment, we will put it back in the paper in the way of equipment or better editorial and news service. "You go to any merchant you have," continued Mr. Taylor, "and put the proposition up to him. Ask him what he wants. He can have a cheaper rate and a cheaper paper, and a weaker one, or he can have a paper that is strong in every department, that can fittingly represent the community, that the people will want to read, and that will be a fitting place for his advertising. Every time your merchant will tell you he wants the strong paper." Mr. Taylor was certain there were plenty of arguments to be put forward to meet any demand for a lower rate in advertising.

W. B. Burgoyne, of the St. Catharines *Standard*: "Don't contemplate a reduced rate. It is not necessary and it is not wise. We are renewing contracts at increased rates right now. One has just gone through at an increase of seven cents an inch and another at an increase of six cents. Talk service and sell service, and see to it that you make your paper stronger and better, and the rates will take care of themselves."

Mr. Dingman was also of this same view, holding that when a paper gives the service its readers want the rates will come.

Several of the papers in Western Ontario have been considering the advisability of launching a campaign of advertising in order to sell these papers to the national advertiser, bringing out the importance of the district, and explaining how the metropolitan points cannot give a national advertiser anything like a covering circulation. A committee of W. J. Taylor, Woodstock *Sentinel-Review*; Charles Dingman, Stratford *Herald*; H. B. Muir, London *Free Press*; Mr. Davis, Hamilton *Herald*, and W. B. Preston, Brantford *Expositor*, will report on the merits of this proposition.

The 12-Em Column

S. Stephenson, of the Chatham *Planet*, who has been working on the 12-em column for newspapers, has his paper on that basis now, and gave the publishers present the result of his experience. A year or so ago he wrote to the agencies stating that he was considering making the change, and asking what they thought of the idea. The replies were in no way encouraging, and they tried to stop him making the departure. Some time later he went ahead and placed the orders for the chases, and at that time even his own men were opposed to the idea, thinking it would not be practicable. A week or so ago they had taken the week-end to make the change, and were now turning out an eight-column paper on the same roll that they used previously for the seven-column. Already he has received a number of complimentary references. "My advice would be to all who can, adopt it as quickly as possible. The whole cost is not over $500. To-day we should in the old way be running 14 pages, but we are getting through with a 12 page paper."

(The 14-page paper of seven columns would give him 98 columns, while the 12-page paper of eight columns makes the space available 96 columns.)

"Of course we have been operating in that way only a short time, and it is not possible to give figures yet on costs and show where we gain, but I am satisfied that we can carry $3,000 more business in a year that way, without taking into account the saving in paper and postage. I do not know of a single objection that has been raised. You might think there would be trouble about the width of cuts, but you would be surprised to find out the number of cuts that work all right in the 12-em column. We said nothing at all to the advertisers but simply went ahead and made the change, and we are well pleased with it in every way."

The Matter of Subscription Rates

J. I. McIntosh, of the Guelph *Mercury*, introduced the matter of subscription prices, showing that he had to face the inroads of the Toronto papers at a lower price than his paper was selling for. A request was made for the experience of the Woodstock *Sentinel-Review*, which has brought rates up quite sharply in recent months. Mr. Taylor explained that they went from $3 to $4, and that the next time they moved they took a real jump, going to $7 per year. "I gave orders for that last raise, and then went away on a holiday," remarked Mr. Taylor, amid considerable laughter. "We lost about 121 right at the start on our last change, which put the paper at 15 cents a week, 60 cents a month. We sell to the boys at 12 cents and they make the collections. We have received quite a bit of encouragement, as people see that buying and selling in this way gives the boys an idea of business methods. The fact that a man can buy the Toronto *Globe* for less money than he can the Woodstock paper has nothing to do with the question at all. We are not competing with the Toronto papers. We are publishing a paper for Oxford county."

Mr. Burgoyne admitted that the Toronto papers did not hurt his circulation, but they hurt his advertisers. They were getting a cheap postage rate and carrying in the ads of the department stores to the disadvantage of his advertisers. That circulation enables them to make claims on the national advertiser that they could make in no other way. Mr. Burgoyne gave an interesting sidelight on the local circulation of his own paper, when he stated that out of a circulation of nine thousand 8,700 were in a radius of 12 miles.

Mr. Motz, of the Kitchener *News-Record*, claimed he had received one of the Woodstock cards on subscription rates. He thought it was a pretty good idea, so he simply adopted it. At first they might have dropped a few subscribers, but they had made quite a notable gain in circulation since that time, and had no thought of receding.

In order to bring something concrete before the matter Mr. Muir submitted a resolution to the effect that it was inadvisable to reduce circulation or advertising rates, as present conditions did not warrant such a move. If necessary to meet individual cases, rates should even be increased.

Before the close of the meeting Mr. McIntosh invited the members of the gathering to come to Guelph for their next pow-wow. This invitation was gladly accepted, and Mr. McIntosh will have either a murder on Alice street staged for that day or another brand new proposition for the disposal of their street railway.

The publishers could hardly speak too highly of the courtesies extended to them by the London publishers. Their hospitality was unstinted and nothing more could possibly have been done to add to the comfort and enjoyment of the visitors.

THE PROPER WAY TO MARK YOUR PROOFS

SEVERAL subscribers have asked on different occasions for a guide to marking proofs, and on this account, more than in an attempt to establish any hard and fast rules, we are showing on this page the markings usually followed.

Needless to say, most readers will in time deviate more or less from these markings, and fall into a style of their own. The principal thing is that their markings shall be perfectly legible to the printer.

The coming of machine composition has brought a new problem in proof reading. The biggest bugbear is the transposed line and that ever-present nuisance "etaoin," or "shrdlu" or combinations of these two.

When a reader sees these pi lines riding in a galley he is apt to forget all the fine instructions that were ever chalked up, and to the accompaniment of some unspoken (?) profanity he proceeds to assassinate the offending line in the most forcible markings at his command.

Recalls Early Days of The C.P.A. Meetings

When Men Clamored For Horse Bill Lore

By C. W. YOUNG, Cornwall Freeholder

Last month we left C. W. Young down in the office of the New Orleans Picayune, from which the wanderlust took him to Galveston. It was when there that he received a letter from A. Matheson, of the Stratford Beacon, asking him to join the staff, as the senior partner, W. Buckingham, was leaving for Europe on government business. After a short few years there he took over the Cornwall Freeholder. But let C. W. tell his own yarn:—

AS ONE of the oldest members of the Canadian Press Association, *Printer and Publisher* has asked the "man with the red tie" for some recollections of that body and the older members. Here goes:

The first president of the Canadian Press Association, W. Gillespy, of the Hamilton *Spectator*, was not my first boss, but he was pretty near it, as he sold out to T. &. R. White, of Peterborough, after he had arranged with my father for me to learn the business with him. I remember him very well, as he was in the office quite often, and used to say he had to come round to get a whiff of the familiar smells. He remained president of the association for three years. It was a toss up whether I should go to the *Spectator* or Mack Bowell at Belleville.

Of the executive appointed at the first meeting, I was personally acquainted with Thomas Sellar, secretary-treasurer, who died recently while proprietor of the Huntingdon *Gleaner*; D. McDougall, who published the Berlin *Telegraph* and was afterwards registrar of Waterloo; and James Somerville, of the Dundas *Banner*, and subsequently M.P. for Wentworth. In the second year of the association, J. E. P. Doyle, hon. secretary, was publisher of the Cornwall *Freeholder*.

The name of W. G. Culloden, on the executive, is very familiar to me, I think he published the Milton *Champion*. In the third year appear the names of two old friends, Mackenzie Bowell, of the Belleville *Intelligencer*, and J. A. Campbell, of the Georgetown paper, afterwards of Whitby. Mr. McDougall succeeded Mr. Gillespy as president and he in turn was replaced by D. Wylie, of Brockville, whom I never had the pleasure of meeting.

Other Well-Known Names

Two familiar names crop up in 1862, Thomas White, my first boss, who was president the next year, and A. J. Belch, of the St. Mary's *Argus*. Mr. Bowell became president in 1865 and W. Buckingham, of the Stratford *Beacon*, was honorary secretary (a very old and valued friend.) Thomas Sellar was president in 1866, J. A. Campbell in 1867 and W. Buckingham in 1868. In 1867 John King, of Berlin, was essayist, the only time that the association had such an official, and D. Wylie poet. In 1867 Chester Hull, of the Hamilton *Times*, was on the executive. I met him a couple of years afterwards in San Francisco.

Mr. Buckingham was probably the best shorthander of his time in Canada, and was one of the reporters of the debates on Confederation. He died in Stratford within the past few years. Of all those I have mentioned, not one survives. It seems like a procession of ghosts.

From that time on, I may say that I knew every one of the officers and executives, then or subsequently. In 1869 R. Mathison joined the executive. He was then publishing the Brantford *Expositor* for Mr. Stewart, of the Hamilton *Times*, and was for many years treasurer of the Independent Order of Foresters. He had two stock stories, which he often told, and which are worth repeating.

What One Item Hatched

Mr. Stewart used to come up from Hamilton every Friday to look over the books of the *Expositor*, which he did very carefully. If he found any small items unpaid, he would ask the reason, and insist that they should be made out and collected at once. "They are the profit," he would say, and those who neglect them these days don't buy any automobiles."

One day Mr. Mathison would say, a budget of correspondence came in from Burford. The first item was "The Harley House has a new sign," and his first impulse was to cut it out as free publicity, but he let it go, and a few days after a man came in and thanked him for the nice notice. "Bob" was at a loss for a minute until his visitor told him he was the proprietor of the Harley House at Burford. He was a Tory, he said, but in all the years he had kept the house the *Courier* had never said a good word about him. He was also an auctioneer, and had brought in some bills to be printed, and would give the *Expositor* his work in future, and do what else he could for him. Mathison used to say he traced business to the value of several hundred dollars to that insignificant item about the Harley House.

A rather peculiar individual was Rev. W. F. Clarke, president in 1873, both as to appearance and other ways. He was familiarly referred as "Rhubarb Clarke," because when he became president of the Ontario Agricultural College at Guelph he planted a large expanse of rhubarb, which he was convinced would be a very profitable crop. It wasn't.

More Well-Known Names

C. D. Barr, of the Lindsay *Post*, was president in 1876 and a very able man.

J. G. Buchanan was secretary-treasurer of the association from 1872 to 1876. "Josh" came on to the Hamilton *Spectator* as cub reporter when I was serving my time, and was one of the greenest boys it ever was my luck to meet, but developed into a very clever newspaper man.

A. Matheson, of the Stratford *Beacon*, was first vice-president in 1874, but had to wait for the presidency until 1879. He began newspaper life on the *Beacon* under W. Buckingham, and was subsequently a partner and in 1873 sole owner, when Mr. Buckingham became private secretary to Hon. Alex. Mackenzie.

E. J. B. Pense, of the Kingston *Whig*, was president in 1881, and was one of the best. On the annual excursion in that year, the train was run out on the C.P.R., then building, to the end of the steel, and the station at that point was named Pense in his honor.

My own connection with the association dates from 1887, when I think J. J. Crabbe, of the St. Mary's *Argus*, was president. If my recollection serves me aright, Mr. Crabbe was the founder of the Toronto *Star*. This meeting was held in the summer in a hall over the St. Lawrence market—possibly it was the city council chamber at that time; it looked like it. Up to this time the meetings had always been held in the summer. But as the excursion was the most important matter in the minds of many of the members, little business was transacted, and in 1888 a winter meeting was held. In 1891 the summer meetings were discontinued.

Long Winded Papers Then

As I recall those early meetings there were any number of long-winded papers, some pertinent, but most of them of not more than academic interest, and seldom much discussion. At a meeting held in a building at the foot of Yonge street, on the first afternoon several papers had been read and referred to committees, when the president remarked, "Well, I suppose we had better adjourn." A member, who shall be nameless, dissented. "We have come a long distance, some of us to this meeting, and the papers read, however valuable, interest a very few. We haven't heard a word about the price of horse bills or the county printing, and I move we discuss them." This appealed to the majority, and was really the beginning of a change, for after that really practical topics were discussed, and written papers fell into innocuous desuetude, much to the advantage of everybody. About this time too, the matter of a uniform

rate card became a live issue, one was submitted by H. P. Moore, of the Acton *Free Press*, which was compiled with the same care and attention to detail that characterizes all the work done by that gentleman. There isn't a uniform rate card yet, but it is coming nearer every year.

In 1892 the annual meeting was held at Ottawa, but suffered from the old malady of too many read papers, and it was not specially interesting to members. Meetings were also held in Ottawa in 1898 and 1902, and in 1911 I think, but it was generally accepted that Toronto was the place where the boys should gather for their annual talk-fest.

About the time of my connection with the C.P.A. the management seemed to come into the hands of younger men, the first of these to be president being Roy V. Somerville, then of the Dundas *Banner*, who afterwards went into business as an advertising agent in New York. Then in succession came Andrew Patullo, H. P. Moore, Alex Pirie, T. H. Preston, L. W. Shannon, J. S. Brierley, J. B. McLean, Robert Holmes, W. S. Dingman, J. S. Willison, A. G. F. Macdonald, D. McGillicuddy, H. J. Pettypeice, John A. Cooper, Archy McNee, A. H. U. Colquhoun, J. T. Clark, D. Williams, L. S. Channell, J. F. Mackay, all a galaxy of brilliant and lovable fellows. This is as far as my records carry me. These gentlemen were all active and energetic, and left their mark on the business of the association. Most of them are still to the fore, but for a few the last proofs have been revised, and the forms locked up forever.

Some of the Early Trips

In the early days of the Press Association the excursion was the great drawing card, and was an annual event, taking in all the leading tourist resorts; on one occasion the Maritime Provinces and again the Northwest as far as the rails were laid.

In 1899, through the courtesy of the Canadian Pacific Railway and the Grand Trunk, a transcontinental trip was planned, and carried out to a wonderful success. Five sleeping cars and a diner, carrying over 100 ladies and gentlemen, journeyed in leisurely fashion from Toronto to Vancouver, and by the Dominion steamer *Quadra* to Victoria, with numerous stops by the way, including several drives through the wheat fields, which were then yellow for the harvest. There was plenty of time to see all the stock sights, and more extraordinary ones, including a grand round of Indians, from a thousand miles round, at Calgary. On this long journey, many warm friendships were ripened, and it was generally acknowledged that the other fellow wasn't half bad, after all, when you came to know him.

This excursion was confined almost exclusively to actual newspaper men and their sisters and cousins and aunts, not to speak of their wives and daughters. The lines were drawn closer than ever before, which was a good thing.

Covered the Dominion

A couple of years later, the invitation of the Intercolonial Railway was accepted to visit the Maritime Provinces, including Prince Edward Island and Cape Breton, so that our knowledge of the Dominion from one ocean to the other was nicely rounded out. This was a very interesting and varied trip, including, as it did, several breaks by water.

Three or four years afterwards a good-sized party of men only, owing to living conditions, visited North Bay, ran out to the end of the steel on the T. & N.O., then under construction, back again, down to Mattawa, and out to New Liskeard by way of Lake Temiskaming, with a drive of quite a distance through the newly settled country, and a visit to the agricultural fair at New Liskeard. What a pity some of the party couldn't have had the gift of seeing into the future, and made themselves millionaires by the short and easy method of buying land or Fenian Raid land script. Cobalt had not then been discovered, and we actually walked over silver sidewalks without having the slightest notion of it. Quite a few years afterwards, when the land of gold and silver became better known, the association had another chance to see it, the ladies going this time, clear through to Cochrane, with descents into the bowels of the earth at Cobalt and the Hollinger mine, and a short trip through the mazes of the lake region, and a wind-up at Algonquin Park.

Almost every Saturday in the off years we used to go on a short jaunt, memory recurring with pleasure to a few hours at Guelph, Niagara Falls, Peterborough, etc., and a glimpse at the leading attractions under most favorable auspices.

One might run into a snag if he said too much about the doings of the Press Association during the past eight or ten years. The concern has had growing pains. It had gained in membership and influence and was beginning to hold its head pretty well up. Sections were formed—the daily, weekly and class press—each meeting in separate sessions and uniting in a general meeting when the business common to all was transacted. Naturally interests conflicted in some directions and troublesome problems cropped up, which threatened for a time to swamp the old craft. But moderate counsels prevailed, and while the unity of the whole was preserved, more independent action became possible for the units. Speaking as a weekly man, I feel sure that the change was much for the better, and has secured for the weekly press a position they could never have attained under the old conditions. This did not come about by chance, however, but is due in large measure to the personality of the manager of the weekly section, E. Roy Sayles, who is emphatically the right man in the right place, and to whom the weekly men owe more than they can ever realize.

And now this story comes to an end. If it has given you all as much pleasure in reading as it has myself in writing, I shall be very glad. It is a long time since I set my first stickful, and there is no part of the business I haven't made a try at, but to-day I would sooner stand up to the case and wrestle with an intricate piece of tabular work than anything else I know of except to spend a summer afternoon on the bank of a good trout stream, where the fish are large, but not too plenty. Good bye!

We've Heard of Stuff Called 2½—C. W. Fingered With 4½

Did any of you boys ever set Diamond (4½ point) and preserve your church membership? In the office of the *American*, Nashville, Tenn., I was working on an Insurance Policy, and had to set several long lines of the infernal stuff, which took nearly half a day and almost ruined my eyes. I found afterwards that this was a standing joke to put up on a stranger and the boys had lots of fun laughing at me—and interjecting more or less irrelevant remarks, till finally one of them showed me how to do it—to set it in a short stick and empty it in the full measure, and justify the long line with a rule on each side. I fancy typefounders don't make any such small type any more, and it is just as well. Changing off from pica (12 point) to diamond made it feel like setting needles with the points up. Nowadays the Linotype solves any such troublesome problems for us.

Esdale Press, Esdale Family, Esdale Farm

A Close-Up of A Well-Known Edmonton Man

THE Esdale Press Limited is the name of one of the most progressive printing establishments in the West, situated at Edmonton, the capital of Alberta, and "de boss" is Matthew Esdale. Not only is "Matt," as he is familiarly called, head of the large printing concern but he is a farmer—at least is putting money into a farmstead, is clearing the place, and prospects are bright for a charming home one of these days. On the farm the one in charge is his eldest son "Bill," who is one of those young men it is a delight to meet; ready for anything—a game of baseball or curling in season, and yet up-to-the-minute in connection with the farm work. Being in his second year at University, the son is not only a dirt-mixer but a student, and he is making good.

Mr. M. Esdale is known as a family man. He hails from down near the province of Quebec, and, though really not a Quebecker, has followed the example of many from that province, having carried out the scriptural injunction by going a long way towards "replenishing the earth," in that, when all are at home around the table, there are twelve pair of jaws a-going—there being ten children ready for a "square." It is not unusual for the individual, when the question "How'd you like that for a family," is put by Mr. Esdale, to reply "Fine, Matt, —all but the number," or, for the expression "Matthew, one and eleven," to be used.

To the Farm Home

Call was made for the writer, and, taking the front seat alongside the boss-printer, who is as expert at driving the auto as in building prices, we sped along to the city home. Here one after another made appearance at the car side—so many that the visitor became "skeered" and made signs to withdraw.

"Never you mind, don't worry, we'll manage all right; have done it many a time," came from Mr. Esdale.

In they piled, the happy, gracious mother at one corner in the back seat and the children here and there to the number of seven. With one little fellow on the writer's lap, a start was made. Along a good road in a beautiful section there was a ride to and through the ancient village of St. Albert, which again is somewhat after Matt's old home of Ottawa in that it is largely French, and on a further few miles—the driver all the way calling attention to this and that as "great" in an agricultural sense.

Hauling up at a gate the driver said: "There, that's my place, what do you think of it?" In close proximity to the road was a good sized farm house, storey and half high, with well, garden, and so on, facing a beautiful meadow and lake. Having arrived with auto, there was immediate stop and out all tumbled, the mother and children taking to the house, and swings, etc., while the males made off for a look around. And, say, would you believe it, Matt is some guy on such a place. He actually knows a thistle from a pea, can tell wheat from barley, oats from grass or timothy; and just ask him if he knows what wild sunflower is like. The difficulty is that he has such a pulling affection for the latter that he does not know when to cease the eradication. His hands are not tender; oh, no, they of course never get sore at such work. (?)

Pica Chickens on This Farm?

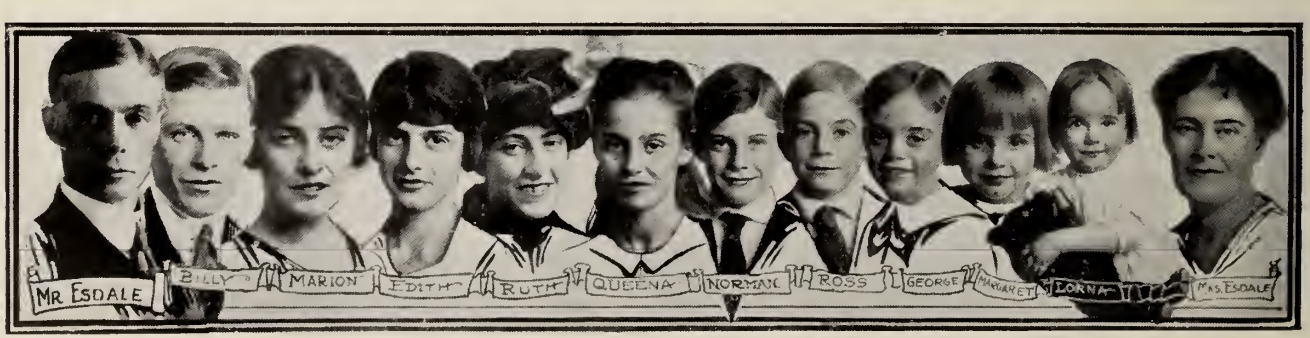
Around the farm we go. Inspect the fine wheat and oat fields; down to the great meadow, and see the fifty odd head of fine cattle, headed by the registered bull—and the sleek looking horses—all grazing on the large green, with clumps of trees here and there, to the north of an excellent body of water. Then the flock of excellent looking sheep, and the fowl; but Matt draws the line at hogs—"not for mine" comes from him in this respect. Off a little distance was "Bill" on the tractor, tearing up the rooty soil preparatory to having new land for crop next year. Then the home was visited, where the happy children were helping mother to get the evening meal. The latter was of stuff pretty much from the farm, and well cooked, and served amid merriment. Next there was chat at "the front" of the place, facing the lawn which runs off to the road, and later around the hearth with the phonograph going.

Oh, yes, the dogs must not be forgotten. A choice one met with an accident last season and is no more. On the wall of the living-room is a collection of ribbons denoting that the animal was not one of your mongrel breed. It was an excellent dog, and a great favorite with the family. Now there is one which the family treat as though really one of themselves; and, though "Blackie" is lame, he's also a good animal, serving a fine purpose on the farm. Then there is the pony for the youngsters, who use it at will, the brothers being quite ready to hitch up, or put on the saddle, for the sisters. At times the pony is hitched up to an old democrat ready at the house-side for such an occasion, and off some of the kiddies go, down the roadway or around the large lawn in front; then, after such a ride, the rig may be brought in, and the saddle put on the pony and off one of the girls may go for a canter. When Matt tires of the "drudgery" he takes the gun and dog, and, on his own place in season, knocks down duck or chicken. In fact it was hunting that brought around the purchase of such an ideal spot, which one of these days will be the attraction of the district. In the early evening there was the ride home, Mr. Esdale calling out "look here" as he got in, carrying a parcel of fresh made butter for consumption at the city home.

Entertains at his Farm

Another day, through a call over the phone, another trip was made to the farm. This time Chas. Young, of the University Press, was along. Mr. Young is one of those who like to use the gun. Out we sped to Esdale's country holding. Arriving there, little time was lost in getting after the sport. "Charlie" was outfitted and given direction to take, while Mr. Esdale led the way in another direction, allowing yours truly (no sportsman) to accompany him. It was one of the "off" days. No result was the report as the meeting took place later on in the day. But there had been the outing. After an excellent bachelor supper there was a speedy run to the city—each one the better for the outing, not only because each had been out for the afternoon, but there had been the fellowship of opponents in business, breaking down the prejudices that too often exist, and grow, if there be no interchange of ideas.

Still another time entertainment was afforded a bunch of Edmonton boy hikers. In cars they were taken out, Mr.



MATTHEW ESDALE AND HIS FAMILY—OR AS THE WRITER SAYS, MATTHEW 1 AND 11.

THE ESDALE FARM HOME.

AN ESDALE FARMERETTE.

Esdale in the lead, and spent the week-end at the printer's summer home, enjoying hospitality of one kind and another, roaming the wheat fields, hay meadows, "taking in" the lake, berry patch, and so on, all being objects of interest to the boys, and closing the day with a bonfire. On the Sunday night there was a sing-song around the campfire and an interesting talk by Mr. Esdale on his experiences as a printer.

Shouldn't He Be Proud?

Such is the recreation of Mr. and Mrs. Matthew Esdale and family, and they appear to enjoy it—at least are not lessening in activity through it. Why not others in like manner? Perhaps not handle it so personally as Mr. Esdale; but get hold of a place and make a hobby of improving it, giving employment to some family who otherwise would be grubbing here and there; and at the same time give "our own family" the outdoor life.

Matt is proud of his family, and well he should be. It is a crowd, and a home, you must know to appreciate; with the mother a delight, as young as any of the grown-up daughters—all really "at home" when together; taking pleasure in one another's company, and ready to give pleasure not only to the members of the family but to all visiting the home.

Mr. Esdale takes pleasure out of the printing plant—the monotypes, presses, and other machinery—out of this or that turned out. He can forget them for a time, and, jumping in the car, take pleasure driving to "the farm," and then take pleasure with the farm implements, the stock, or with the gun and dog in the open—taking life as it should be. Not in a matter-of-fact listless manner, but with enthusiasm and delight in any part of it, full of earnestness, and yet ready to aid in pleasure to others—to further the community interests—a good all round citizen; one whom it is good to know is a member of "the craft."

By-the-way, Mr. Esdale has undertaken another feature of farm life, in that he has commenced the publication of a monthly agricultural paper. It is called *Agricultural Alberta*, and is well written, nicely printed on good paper, and carries fine illustrations.—H.C.S.

How the Edmonton "Bulletin" Started

Printer and Publisher received from H. C. Stovel, of Edmonton, a novel window card, the top of which reads: "The Only Old Paper in this Store." Under this is displayed a copy of the third issue of the Edmonton *Bulletin*. But let Mr. Stovel speak of that early issue himself. It is, in fact, a wee thing, the spread-out size being 12 x 7½ inches. There are just 46 inches of matter in the whole thing, but a large amount of news is contained therein. Mr. Stovel kindly furnishes the following information:—

The "old paper" is the third issue of the *Bulletin* at Edmonton. It was started in 1880 by Messrs. Alex. Taylor and Frank Oliver. The first named was the government telegraph operator at that time, and Mr. Oliver (now the Hon. Frank Oliver, and who, by the way, is still editor and general push of the paper) was a general merchant at the then embryo city of Edmonton. He was a printer, having worked at the business with the Winnipeg *Free Press*. In the form of written bulletins the telegraphic news of the day was written off by Mr. Taylor and sold to the people. This writing became quite a task, so Messrs. Taylor and Oliver put their heads together, and secured one of the amateur "Model 2" presses, some nonpareil type, leads and slugs, and started printing the telegraphic bulletins. The idea of the written bulletins gave rise to the name given the paper. The heading was cut by Mr. Taylor with his jack-knife on a piece of birch wood, and did duty until a more modern one was received from the east. It will be noticed that there was no display type used, simply the one face of Roman. There must have been printers in those days. This one can well understand when it is noted how carefully the "setting" and "make-up" appears. Notice the cap and small caps at the first of the paragraphs, and the even spacing between the well-sorted as to size items, and the advertisement rules. Everything looks neat, and yet it is the best as to readableness.

In striking contrast the issue is with any of to-day's dailies, and still "all the news" was given. This copy is not only historic through the fact that it is the third copy of what is now one of the leading papers of the Canadian West, but it is also historic through the fact that on the first page is a synopsis of what was perhaps the most important contract that Canada ever entered into, that with the Canadian Pacific people. On the page the bargain is quoted in pretty fair detail, the monetary consideration of which was $25,000,000 in cash and 25,000,000 acres of land, the latter being valued at $1 per acre at that time. I have sometimes wondered if some such condensed history of the bargain should not be worked into our school histories. Aside from this, just let your thought run for a time as to what would be done if such a bargain was to be wired to the different papers of to-day. Phew? The display heads would be of poster type, and some likely in blue, red and black ink—red and black anyway—and then would follow heavy faced letter, next twelve point, and so on right down the whole line. And yet there would be no more in the whole than is given in this column and a half. And, further, the reader would not find it necessary to turn to page — for continuation, all the while holding in his hand a "book" in form of a host of pages of advts., set very often in poster type. Then look at the "meat" on the other pages. It looks as though the paper was a "news" paper instead of a departmental store advt., as many of the front pages of to-day appear.

The Leicester *Daily Post*, the only morning paper in that city, has suspended publication. Its proprietors declare that their paper has not paid in fifty years. They refused to join the other penny papers in raising the price to three half-pence. They declare that when the price of newsprint falls the newspaper business will become profitable.

Type and Not Background Is Read

How to Secure The Reader's Attention

By EDWARD BERRY, Lanston Monotype Co.

THE successful printer to-day is he who appreciates the close connection between his work and salesmanship, for the larger part of all printing is advertising matter. The printer of advertising must keep in mind the two important elements: the power of attraction, that a reader's attention may be arrested; the highest legibility, that there will be, not only no unnecessary hindrances to easy reading, but an actual invitation to read. The general effect of a piece of advertising, whether it is a newspaper ad or a booklet, must be such that the reader may be induced to pause and fix his attention; each section of it must be potentially attractive; above all, it must be so presented that the actual reading may be done without conscious effort.

In that regard there is the greatest similarity between an advertisement and a salesman. If a salesman be shabbily dressed, no amount of eloquence will induce an attentive audience; if he be perfectly groomed, but have an impediment in his speech, the effect is the same. A good salesman is well dressed and talks interestingly. Successful advertising, also, must have both requisites. Of course, both must have something worth while to say or the endeavor of each would be wasted.

Contrast! That is the big word in any kind of composition, especially so in advertising. There must be contrast of different sections of an ad, that all do not seek to be most prominent; there should be a gradation in proportion to relative importance. More especially should each section have strong contrast with its background of paper by restricting white space between letters and words and lines; compactness strengthens tone and makes each section stand forward from its lesser competitors for attention.

In straight reading matter, as a booklet, white space showing through the type should be limited until the tone of the type matter is easily greater than that of its background. Then there is high legibility, attractive appearance and dignity.

In laying out an ad, the most important line, the one most liable to arrest attention, should be chosen for strongest display—there cannot be more than one most important. Just as a salesman would open his argument with "Mr. Blank, I have a proposition that will increase your earnings, (or lower your cost) 10 per cent." Immediately Mr. Blank is interested—but for a moment only. If that statement is not followed immediately by still interesting argument, the sale is lost already. In printing, the opening argument must have a decided preponderance over the rest of the ad, and there must be a visual connection as well as a connection of thought between it and the following argument; it too must challenge attention.

There must not be a jump from a large display line to a section of text matter set in small characters for there would be no apparent connection between the two; rather one or more lines of decreasing size should be inserted between the main line and the text matter. That gradation would voluntarily lead the eye from the main line to the real argument, which, after all, contains the meat of the advertisement. Display lines are attention arrestors, to awaken initial interest. If the reader only reads the display lines, a suggestion is placed in his mind, but the conviction that is carried in the text matter makes no impression upon him and he is left to supply his own conviction from arguments suggested by the lines he has read.

The compositor rarely has authority to change copy and frequently it is so written that no rules could be followed. But frequently the copy offers a latitude which, if properly used, will add both to the appearance of the ad and its worth as a piece of publicity. A buyer of printing or advertising space appreciates the effective handling of his copy from an advertising standpoint and he is quick to see the difference in pulling power between an advertisement so constructed and one in which these factors are entirely overlooked. Unfortunately the latter are much more numerous; that is, unfortunately for the craft in general, but it makes customers easier to get and easier to keep for the printer who mixes brains with composition.

The different sections of

You Can Increase Your Production
Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.
It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with
Carmichael Relief Blankets
(PATENTED)
For Cylinders, Platens and All Hard Packing Presses
you can increase the productive capacity of your pressroom immediately, and at small cost.
Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.
Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.
Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.
Carmichael Blanket Co.
ATLANTA, GEORGIA
Branch Sales Office, 771 Mills Bldg., San Francisco

FIG. 1.

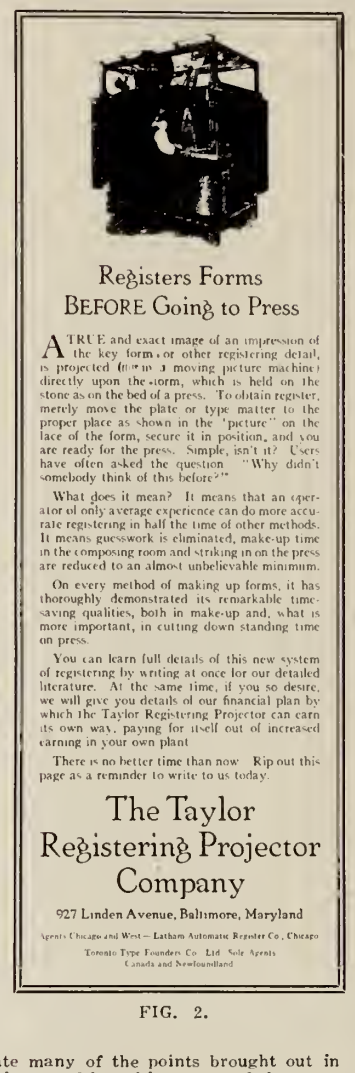

Registers Forms BEFORE Going to Press
A TRUE and exact image of an impression of the key form or other registering detail, is projected (from a moving picture machine) directly upon the form, which is held on the stone as on the bed of a press. To obtain register, merely move the plate or type matter to the proper place as shown in the "picture" on the face of the form, secure it in position, and you are ready for the press. Simple, isn't it? Users have often asked the question "Why didn't somebody think of this before?"
What does it mean? It means that an operator of only average experience can do more accurate registering in half the time of other methods. It means guesswork is eliminated, make-up time in the composing room and striking in on the press are reduced to an almost unbelievable minimum.
On every method of making up forms, it has thoroughly demonstrated its remarkable time-saving qualities, both in make-up and, what is more important, in cutting down standing time on press.
You can learn full details of this new system of registering by writing at once for our detailed literature. At the same time, if you so desire, we will give you details of our financial plan by which the Taylor Registering Projector can earn its own way, paying for itself out of increased earning in your own plant
There is no better time than now. Rip out this page as a reminder to write to us today.
The Taylor Registering Projector Company
927 Linden Avenue, Baltimore, Maryland
Agents Chicago and West—Latham Automatic Register Co., Chicago
Toronto Type Founders Co. Ltd. Sole Agents Canada and Newfoundland

FIG. 2.

These two advertisements illustrate many of the points brought out in this article. Figure 1 could easily be improved by taking some of the space from between the lines and narrowing the measure of the solid matter. The great jump from the top heading to the reading matter is accentuated by the rule between them; the natural result is that one reads the top display lines and jumps to those in the center of the ad and then to the signature, with every probability that the straight matter will not be read.

Both of these are good ads but the superior legibility of Figure 2 must be apparent. Even though the straight matter is set in a smaller size type it stands out more clearly from the background and is more inviting to read. That is because there is no unnecessary white space between the lines, and just the condensation of tone which makes the type stand forward, whereas in Figure 1 the background is too apparent, and, to a degree, blurs the vision.

The heading in Figure 2 is much smaller in comparison with that in Figure 1 and yet it stands out prominently. The ad goes naturally from this heading to the first line of reading matter. Note the graduation of sizes in the signature line and the following ones. The type gets gradually smaller and the eye involuntarily reads one line after the other.

These advertisements offer an excellent opportunity for study. They illustrate what a force for legibility and advertising value is the proper handling of white space. White space should be put around matter and not disseminated through it; only enough white space should show through the type to give the highest point of contrast; any more detracts both from legibility and apearance.

Someone has well said that it should be kept in mind that it is not the background which is to be read, but the type.

an advertisement should be treated in exactly the same way. The display heading over each, unless followed by graduated lines, should not be too much more prominent than its following text matter; and both the display line and the text argument should be proportionately smaller than the principal argument. It should be kept in mind that there is one thing especially that is intended to get across, and that of course is given the prominent place in an advertisement.

The most important thing which applies to all kinds of composition is that both the type and the white space must be in concentrated areas in order that there may be the contrast necessary to make each section of the type stand forward from its background. White space disseminated between the lines, between the words and between the letters grays the page, makes it monotonous to the sight and causes nothing to come forward to meet the eye. In fact, the reader must expend actual effort to read it; that is what he will not do. An advertisement must be served enticingly, just as certainly as must a dish of food, in order to secure consumers. A man in a restaurant will not put forth endeavor to make himself believe food tastes well; pleasant taste must be involuntary on his part. By the same token, neither will he convince himself that he ought to read an advertisement. It must be so presented that he cannot resist reading it.

Numerous leading printing houses have installed a department that is entirely new to the printing industry. It is called a service or advertising department. The men who actually do the work should take a hint from that. The successful and better paid compositor of the future will be he who has the fundamentals of advertising; not to be an advertising writer himself, but in order to intelligently handle advertisement composition.

Printing is no longer just an assemblage of letters and words on a page; there is now so much matter demanding attention that it is only the most attractive that secures it. Try to make type talk as convincingly as a good salesman does and it will get attention. The way to make it talk is to study all the ramifications of that word "contrast" and apply its meaning.

"The wheel that squeaks the loudest is the one that gets the grease."

John Stovel Remembered By His Staff

UNDER the auspices of the Stovel Mutual Club, a most enjoyable social gathering representing the entire Stovel establishment was held in the Music and Arts Building, Winnipeg. For many years, good fellowship has been a dominating quality in the Stovel staff and anything undertaken by them is always in a united spirit of enthusiasm. A pleasant interruption in the pastime of the evening was a halt called to pay a tribute of respect to John Stovel, president of the company, on the occasion of his taking his seat as a member of the legislature of the province of Manitoba. A cordial address, of which the following is a copy, was read by J. D. Conklin, the veteran accountant of the Stovel Company, who kept watch over the small things of thirty years ago as well as the extensive operations of to-day. It was beautifully bound in album effect in seal grain leather, finished in gold and lined with water grain silk.

"This pleasant social gathering of the Stovel Staff cannot be permitted to pass without conveying to you our congratulations and good wishes as you enter upon your duties in the Legislature of the Province of Manitoba. Indeed, when we consider how admirably fitted you are by nature, experience and training for the new task imposed upon you, we feel that the congratulations are really to be extended to the people of the Province as a whole rather than to yourself.

"You came to the city when a young man, and with splendid optimism risked your all in the business, which, under your wise guidance and capable management, has grown to such ample proportions. As a practical printer, your worth has long been recognized by all your associates, and you were deservedly honored by them through repeated elections to the highest offices in their councils. You have also represented the craft in international conference, thus fulfilling a valuable national service.

"During all these years your attitude to those associated with you has been such as to command the highest respect. You have been fair, honorable and ever thoughtful towards those in less fortunate circumstances than yourself.

"Public bodies in the city, business houses and financial corporations have been ready to recognize your enterprise and integrity, and have given you honor and entrusted you with power, so that you are fully prepared for the high office you are now called upon to fill.

"Our hope is that you may have all success, and that you may long be spared for further responsibility and higher honor.

"In the good wishes that we to-night extend to you, we ask the privilege of including the noble woman who has presided over the destinies of your home for the past thirty-two years, and who has bravely and successfully faced life's battles with you."

Acknowledging the congratulations extended, Mr. Stovel, though somewhat taken by surprise, expressed in an interesting address his appreciation of the compliment. He was proud that the citizens of Winnipeg, to his way of thinking the finest place to live in on the continent, had honored him with election to the Legislature. There, it would be his endeavor to discharge the

JOHN STOVEL, M.P.P.

responsibilities of his office in the same manner as he had conducted his own business. To be of some service to the province of which he had long been a citizen, and in whose future he always had optimistic belief, was an ambition with him, and he trusted a worthy one. He was no stranger to the people of the city, for he had lived and labored among them for well nigh thirty-seven years. While it was an honor to represent them in the parliament of the province, it was of more value to him that night that he should have the regard and esteem of the people associated with him in the ups and downs of business from day to day, many of whom have been connected with the Stovel business from the days of its infancy. This is what made the address just read so very acceptable to him. In a reminiscent mood, he reviewed the history of the printing industry in Winnipeg for the past 30 years, showing the contrast between the methods of that day and the present. In conclusion he expressed his thanks for the kind thought that had included Mrs. Stovel in the good wishes of the staff.

When The Readers Rush In To Help

Vancouver Trip Largely In Mind Now

A week or so ago *Printer and Publisher* sent out a number of letters mostly to readers in Ontario, Quebec and the Maritimes, asking for something in the way of news about the publishing business in general. The response to the appeal was gratifying in the extreme. Many publishers are bad sources of news. They thrive on prying into the business of other people. In fact the further they pry the better newspapermen they are supposed to be. But they are clams when it comes to telling of their own affairs.

A large number of people have been heard from or about during the month.

Perhaps the first place should be given to Brer David Hastings, of the Dunnville *Gazette*, who in his attempts to regulate the growth of hootch on the streets of Dunnville, has become a front-pager all over the land. Mr. Hastings will speak for himself. He says:

Dunnville, Ont., March 5th, 1921

Printer and Publisher,
Toronto, Ont.

Gentlemen:—With Editor Hastings of the *Gazette* having columns of space in all the leading dailies devoted to his affairs, and Br'er Fry of the *Chronicle* listed as having one of the "six best cellars" in Dunnville, it seems like rubbing it in to ask if anything is happening around the newspaper offices here.

Yours faithfully.
DAVID HASTINGS.

* * *

A UNIFORM FOR THE COAST!

Chronicle Office,
Arnprior, March 5th, 1921.

Editor, *Printer and Publisher,*—I have your letter of 2nd inst. in which you suggest "take a piece of your own copy paper and write." Let me assure you we never take any person's copy paper but our own; we aint that kind of a person. Why be so explicit as to add "and write." What other use is there for copy paper, except perhaps for figuring out the income tax form or finding a solution of why the price of newsprint holds up at $150 a ton, yet our favorite Jew buyer just informs me that the bottom has dropped out of the baled scrap paper market, and he couldn't think of offering more than $5.00 a ton f.o.b. here. The paper people are like the doctors—they get us coming and going.

You ask "Is anything at all happening around your premises?" Not a great deal, or else we have been so busy looking after business that we haven't noticed it. We have established the two-dollars-a-year rate, we have the Franklin price list, we did our biggest business in 1920, and we are soon to have a provincial highway over which we can motor to Renfrew, Pembroke and other outlying sections of the rural community and help with good advice and wise counsel to keep Editor Davies, president of Canadian Weeklies, and Mayor Dan Jones of the *Observer*, from falling into grievous errors. If there are any other things we have accomplished and forgotten, and no doubt there are many of them, we will take another piece of "our own copy paper" and write you next month.

In the meantime will you kindly publish a photograph engraving of Roy Sayles in summer attire, so that the boys will know just the correct things to wear on that trip to Vancouver in June.

Yours,
R. A. JEFFERY.

* * *

ALL SICK DOWN THERE, BR'ER?

Antigonish, N.S., March 5th, 1921.

Printer and Publisher,—When your kind request for personals came in this morning it looked like another case of "nothing to report," but while we were admiring the tint of your letterhead, messengers arrived to say that both linotype operators were sick. Shortly afterwards, the foreman who had been fighting the flu for some days, struck his colors to a temperature of 103, and staggered home. However, our second string printer, who was operated on for appendicitis recently, came out of retirement looking rather limp but willing to carry on, so we are still running. At this season of the year practically everybody on the staff gets laid up with a cold except the manager, who can't afford the time.

The most important piece of news as far as we are concerned —though probably it wouldn't interest anyone else a scrap— is that we sent to the linotype people for a supply of mats early last October, and that the order has not been filled yet. The face is made in England, we understand, hence the delay, though why it should take that long to get across the sea and back with no subs. to interfere, we have given up trying to find out.

During the past few weeks we have had brought home to us the pulling power of the personal appeal in dealing with delinquent subscribers. We enclose a sample of the form used. There's nothing new about it, but it is bringing results in five, seven, and even nine dollar lots, where ordinary stilted bills have never aroused any enthusiasm before.

If it could be done without hurting anyone's feelings, it would be a good idea to convey to paper salesmen and others calling on the fourth estate that because a sheet is located in a "hick" town, the manager doesn't have to wait till the morning the paper comes out to find something to do. We are naturally kind hearted and don't say anything, even when some of these sufferers from inertia spit tobacco juice over our sanctum floor, but it gives us a secret temperature to have them act as if they thought it a duty to spend their time between trains (about four hours) cheering us up for having to live in such a slow town.

Some time when you feel like giving your appreciative readers more service you might start a sympathy department to which distracted scribes might write to let off steam. To avoid being swamped with woe, you might possibly have to restrict membership in the circle to the unmarried. The benedicts could keep on telling their troubles to their wives.

Yours truly,
C. J. MACGILLIVRAY,
Manager, Casket Print. & Pub. Co., Ltd.

The collection letter used by the *Casket* is of the ordinary variety, with this well-chosen message in type-writer face across the bottom:—

Dear Sir:—

The above is a statement of the amount you owe us for the *Casket*. The sum in itself is not large, and no doubt you have overlooked it. The account, however, is only one of a great number that we have on our books, and which, taken together, represent a lot of money. We have been very glad to have you a reader of the *Casket*, and hope you will continue so, and that you will find it convenient to send a remittance covering the amount due us.

Yours truly,
CASKET PRINT & PUB CO., Ltd.

* * *

ALL RIGHT, SON, TOOT!

Brampton, March 8th, 1921.

Printer and Publisher:—We appreciate very much being called upon to contribute an item or two of news for the columns of *Printer and Publisher*. That this innovation of yours will meet with very general approval among the craft is our candid opinion. *Printer and Publisher* under your direction is becoming a worth-while printer's publication, and we eagerly look forward to each month's issue.

It may be of interest to your readers to know that the Charters Publishing Company Limited, with head office and works at Brampton, Ont., are publishers of five weekly newspapers: the *Conservator*, Brampton, 12 to 16 pages weekly; the *Times and Guide* of Weston, 8 to 12 pages; the *Advertiser*, Mimico and New Toronto, 8 to 12 pages; the *Express*, Mount Dennis, 8 pages; the *News*. Port Credit, 4 pages. All five papers have

substantial mailing lists. The subscription prices vary from $2.00 for the *Conservator* to $1.00 for the *News*. C. V. Charters, the secretary-treasurer of the company, is the manager at Brampton, and S. Wilson, with an office at Weston, directs the publication of the other four papers. In addition to Mr. Wilson we have two salesmen whose duties are to prepare copy and sell ads., as well as to keep the district served with job printing. We also have several paid correspondents in the different sections who furnish us with matter for the news columns. Last week, the first issue in March, we carried, all told, 160 columns of live advertising, practically all local, as the foreign advertising spring campaigns have not begun with us as yet.

In the *Conservator*, Brampton, we have been boosting the Made-in-Canada idea for all it's worth, and with considerable success both in our own interest, and, we believe, in the general interest of the town and district. We were successful in selling to the local Board of Trade the six Made-in-Canada advertisements which the Weekly Newspaper Association sent out. With this as a stimulus we had no difficulty in getting all the manufacturers and a number of the merchants to co-operate, most of them using large space for three or four issues. In all we sold more than ten pages of extra advertising solely because of the Made-in-Canada Campaign. Of course we co-operated with the manufacturers and merchants and gave front page letterpress articles with big display, that made the townspeople realize that there was a serious endeavor being made to hold business in our own country.

Probably we have exceeded the length of article you had in mind for publication, but from this information you will no doubt be able to fix up a pithy notice that will prove interesting to the craft in general.

Again thanking you for the opportunity to "Toot our own Horn."

We are,

Yours truly,

THE CHARTERS PUB. CO., Ltd.

per C. V. Charters., Mgr.

* * *

DEMISE OF THE GAS ENGINE

And this from J. J. Hunter of the Kincardine *Reporter*:—

Dear Kennedy, There isn't any personal stuff here. Just plain everyday work and lots of it.

I am installing an electric motor this week. Hydro will begin here any day now. The old gas engine with its fumes, wheeze and fusses, worse than a woman getting ready for a ball, will be relegated to the scrap heap.

I am trying to get everything in shape for Mrs. Hunter and I to go to Vancouver with the C.W.N.A. in June. I'm figuring on a lino or a monotype.

J. J. HUNTER

* * *

USING THE CYLINDER PRESS

This from C. L. Brethour, editor and publisher of the Merlin *Standard*:—

"I have always been an interested reader of the shop copy of P. & P., and well realize what such a paper means to the trade.

"Now in the February issue of P. & P. I read with interest your note on the use of the cylinder for book work in the country office. This is the first time I have seen the question discussed in any trade journal.

"Last year in this office I ran the Township Voters' Lists on the cylinder eight down, only I finished by backing up the same eight and completing the run both sides with the same form.

"I effected this by making up my forms thus:—

"The run was 250 and by using 125 sheets and turning them and backing, I obtained 8 pages without breaking forms or effecting a new register. I used lots of drier in my ink and after running one side, made up the next run to allow the drier to act and avoid offsetting or tacking.

"This work was run on an old Potter cylinder, the register did not vary more than six points throughout the whole work. I used two sets of bearers on either side of the form, using strips of Manilla tympan paper pasted on the blanket to take the impression from the bearers. These I changed after every other run, using about three or four minutes. The job was satisfactory.

"I am now running the township by-laws in the same manner."

* * *

Charles P. Doughty edits and publishes the Hastings *Star*, and it is growing into a respectable home paper. I can remember not many months ago looking over the sheet, and thinking it was pretty poor stuff. Knowing Charlie Doughty a good many years back as a first-class job printer with little or no knowledge of practical newspaper work, I wrote and asked him to tell us something about it, how he made the change over from the case to ownership, and what was his verdict. So C. P. came back a few days ago something after this fashion.:

". . . . . as you know my suit was always job work, but I have worked hard to make this a success, and have succeeded, but it has kept my nose to the grindstone. When I tell you that I have put in two new power presses since coming here two years ago this month, you can judge that things have been moving fairly well. To tell the truth the Hastings *Star* when I picked it up was a dead one. It wasn't a *Star* at all—there was neither light nor lustre in it from corner to corner. The third last man to have it just took a notion to go to war and marched quick. The next man to polish up the *Star* rented it for a period of six months, then he disappeared, and another local chap rented it for a period of about a year, when he likewise vanished, and the other chap who had it before him opened up again. But it was something of a joke. There was no regularity about the thing. If it came out Friday or Saturday or even Monday it was all right, also they used to fill up with old boiler plate, unchanged ads, etc., so as not to set too much type.

"And right here, if any person ever takes over a paper, don't expect that building up a run-down affair is all roses, and that you can walk ahead step by step with the general public lined up cheering themselves hoarse at your success. What did I find? Did the people want to come across and pay their money in advance? Not a bit of it! Could I blame them? At first yes, but after I had it explained to me, no. They had been fooled so often, that they took it for granted that I was just another in the procession, and would pass along like the rest had done.

"Well I went at it as though I meant business—moved the family from Guelph, which seemed to demonstrate that I meant business. Then the advertising rates were very low, at first I only got eight cents for advertising, but I soon changed this, and now the lowest rate is 12 cents. with an increase coming again this quarter. Right now it seems to be an accepted thing that I am going to stick here, and the people are coming along with their support in fine shape.

"Now A. R., just a word about the newspaper press that was here when I arrived—the oldest cut you might have around the place would not do it justice. I made inquiries from all travellers that came this way and as far as I could learn there was only one other in the Dominion that could stand up on its hind legs and yell 'Brother' at my press. It was just like a large proof press. You would place your papers on the table, one on each end of the press, put your sheet in, roll your cylinder to the other end of the press, or the room for that matter, and then back again, and so on for half a day. It sure was some press. However I have installed a Hoe cylinder, and use power, which helps a good deal. The first Christmas I was here I printed a Christmas card and New Year's card, and sent them around, and this last Christmas I turned out a number of which I was rather proud. Yes, there's been a heap of hard work, but we're on the way up and it's all been worth while."

Contract to Supply Paper

The contract between the Ontario Government and the Provincial Paper Mills, Limited, whereby the company gets a pulp limit of 1,220 square miles and agrees to erect a paper mill in Port Arthur, includes a clause to the effect that the mill will supply all the book paper wanted by the Ontario Department of Education for a period of twenty-one years.

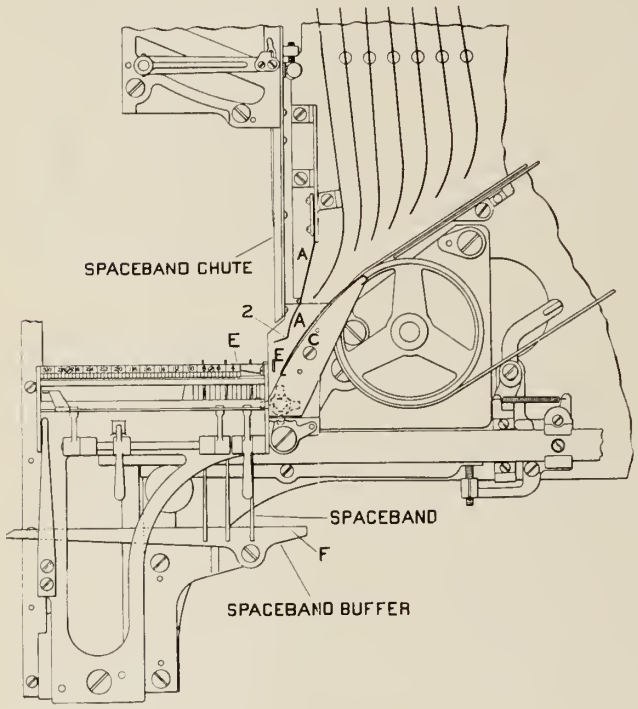
Care and Operation of the Linotype

Lino. Stuff

Why do spacebands horn in ahead of the last letter of the word? Did you ever ask that question? Or why is it that they will often jumble when you are spurting out a little, especially if you are running out a quad line. Or why is it that they seem to act so queer at times when a new star wheel is put on?

We are presenting here what the Linotype Company has to say about the matter, although with new operators coming into existence all the time, the last word on transpositions will never be said.

In order to prevent the transposition of matrices, and insure the rapid entry of spacebands, the parts should be adjusted carefully in the manner described and illustrated in the accompanying cut.



In the drawing, *A* represents the assembler chute spring, lying between the spaceband chute or passage and the assembler rail, *C*, on which the matrices slide downward to the line. *The proper adjustment of the spring, A, is of the highest importance.* It should be set as low as its banking piece will permit. Its lower end should be about midway between the lower end of the spaceband chute and the top of the matrix catch spring, *E*, and in line with them. The spring, *A*, should be free to move back and forth under moderate pressure, and should rest lightly on the banking piece.

At its lower angle or bend, 2, the space between the spring, *A*, and the rail, *C*, *should equal the thickness of the capital W* matrix *of the font in use*, but *above this point* the spring should be bent to leave a *wider space* for the descent of the matrices, as shown.

The spaceband buffer, *F*, should be adjusted so that the bands in falling into the line will strike the buffer before the ears strike the assembler rails. When the band is resting on the buffer and the wedge is at its highest point, there should be a space of one thirty-second of an inch between the bottom of the ears and the top of the assembler rail.

The catch spring, *E*, should project forward from the rear through the face of the assembler plate *a sufficient distance to catch each matrice as it passes*, and prevent it from falling back to the right. The assembler slide, brake, and spring should be *adjusted to prevent the assembler slide from jumping ahead to the left as the matrices enter.*

As each matrix drops into the assembler the slide should move to the left a distance equal to the thickness of the matrix, and no further.

Setting Linotype Knives

A machinist-operator, writing from Western Canada, complains of some trouble with his knife block, or to be exact the trouble is likely with the knives. It is well not to try to get these too sharp.

The left hand knife, which trims the flat side of the slugs, should be carefully lapped or sharpened, so as to preserve the original shape or angle of the faces. After being thus sharpened, any "hair" edge should be carefully removed by a few gentle strokes on a fine oil stone. This does not mean that the knife should be dulled; it must be sharp, but without a "razor" edge, which is liable to curl over or break down.

The right hand knife, which trims the ribbed side of the slugs, should be lapped or honed at the original angles. After this has been done, the cutting edge should be lapped on the side which stands next to the outgoing slug by laying the knife against a square block or support resting on the stone.

The object is to have the cutting edges of the knives, against which the slugs travel, perpendicular or at right angles to the base of the knives. Be very careful not to have the flat or perpendicular surface extended more than 1/64 of an inch from the top edge toward the base. By making the faces of both the right hand and left hand knives perpendicular to the base, the gouging of the knives into the slugs is prevented, and the slugs will be trimmed with equal thickness at top and bottom.

The left hand knife should be adjusted exactly in line with the left side of the mold. It is only intended to remove any fine whiskers or fins at the top of the slug. It is not intended to remove metal from the smooth side of the slug.

The right hand knife, which trims the ribbed side of the slug, must be adjusted so that its edges are exactly parallel with the opposite knife, in order to make the slugs of equal thickness throughout their length. If there is any variation in the distance between the knives at the two ends, it is to be corrected by adjusting the screw under one end of the adjusting wedge. Before adjusting the right hand knife, slightly loosen the binding screws by which it is held to the knife block. These screws come through to the front of the machine. After the knife is adjusted, the screws should be slightly tightened to hold it in place.

When new knives, or reground knives, are to be adjusted, they should be set as accurately as possible, and then, commencing with the back knife, lined up to trim the slug perfectly by means of a small oil stone. Run a slug through, and if the knife bites too much in any spot, mark it, and dress the edge of the knife at that spot. The slightest rub with a good oil stone will change the cut one-thousandth of an inch.

After the back knife is set correctly, run a slug through, preferably 26 or 30 ems, and measure the four corners. If the bottom corners are thinner than the top, rub the edge of the knife with the oil stone in such a manner as to turn the edge slightly out, causing the knife to run out instead of drawing in when cutting. When this is accomplished, measure each rib at top of slug and if any one of them measures less than the others mark that spot on the knife and remove block or draw knife out to widest point (if you have a thin oil stone) and rub the spot that trims too deep. One slight stroke of the stone will generally be sufficient. Knives can be made to trim a slug perfectly in every way, and will change from one measure to another with accuracy. It will be necessary to attend to the knives as above at intervals as the mold becomes warped, or any other deviation causes them not to trim perfectly.

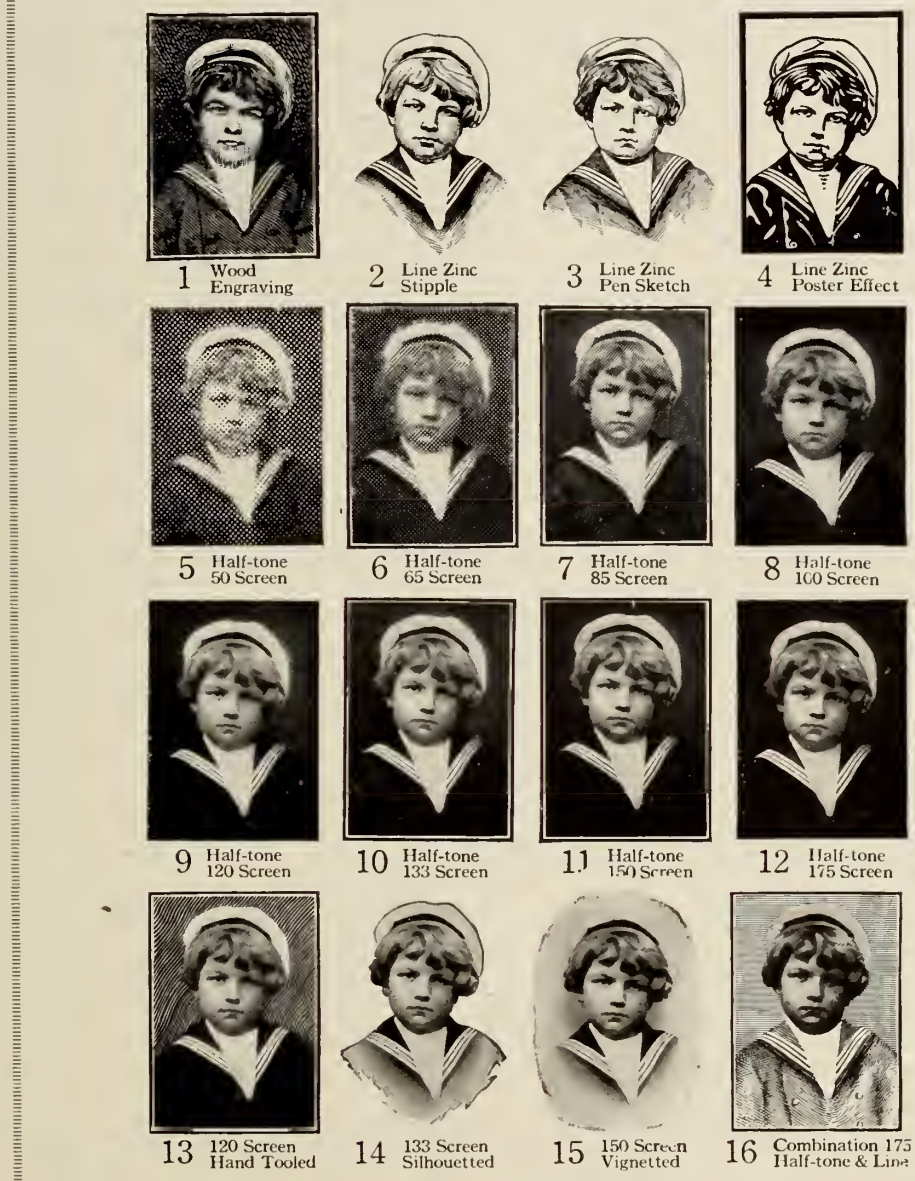
Are You Careful In Ordering Cuts?

A Chart That Will Help You Out

DO YOU know how to order engravings? Well, if you do, the engraver with whom you do business should rise up and call you blessed, for many who have been ordering cuts for quite a long time pay little attention to the ordinary details.

How many engravers in the course of a week get letters like this:—"Send us a cut of this," or directions about as explicit. want their cuts square or oval, and seldom give instructions about finishing plain or putting a line around. At the prices of engravings now we cannot afford to go on and take a chance, and often there are delays quite annoying to the customer simply because he has not given us sufficient directions in the first place.

Reference to the plate on this page will show almost any kind


1 Wood Engraving
2 Line Zinc Stipple
3 Line Zinc Pen Sketch
4 Line Zinc Poster Effect
5 Half-tone 50 Screen
6 Half-tone 65 Screen
7 Half-tone 85 Screen
8 Half-tone 100 Screen
9 Half-tone 120 Screen
10 Half-tone 133 Screen
11 Half-tone 150 Screen
12 Half-tone 175 Screen
13 120 Screen Hand Tooled
14 133 Screen Silhouetted
15 150 Screen Vignetted
16 Combination 175 Half-tone & Line

Many of the offices ordering cuts from engravers in the cities have both newspaper and job plants. The engraver does not know what the cut is for. He may have an idea, but his idea may be all wrong.

"We have received letters as indefinite as this, 'Make cut house only,'" stated one engraver, in discussing this matter. "What the customer really wanted was a close-cut or silhouetted half-tone. Many of them never state whether they of cut that may be called for. Five and eight are square without a line, while six and seven are finished with the line around. The same idea is carried out in the line below. It is a point about which printers will probably never agree as to which is the more desirable.

Then in regard to the paper to be used with these cuts. The printer should always study this out carefully if he is going to secure the best results in his work.

Sell Your Field To Foreign Advertiser

Then Talk About Contract After

WRITING to *Printer and Publisher* a few days ago, H. B. Muir, advertising manager of the London *Free Press*, stated:—

"The writer has just returned from a ten day trip in the Eastern States and the outlook for national advertising from that quarter is decidedly encouraging, many gloomy reports to the contrary.

"More care is being exercised than ever before in the investing of advertisers' money and it is my conviction that the publishers who go out and sell their markets first, remembering that their papers are only a means to the market, will profit most from national advertising from now on."

Of course friend Muir goes on to say a whole lot about London and district being the best market in the world, bar none, but he also intimated that he didn't expect to get by with that London-paradise side of his letter.

But he has made a point that *Printer and Publisher* believes is not yet as thoroughly recognized as it should be among advertising men, viz., that the selling of the district to the advertiser is the proper way to pave the way to securing part of the advertising appropriation of that firm.

A national advertiser's first interest is not in your paper. It is in your district.

For instance, a manufacturer of electrical equipment wants to market the product of his factory. What he wants to know from you is not your circulation or your rates, or your standing in the community. Not at first, at any rate.

He wants to know:—

How many homes in your district are users of electricity? Is it likely that new services will increase this number.

Are your people good financially? Do they own their homes? Have they any money in the bank?

Has much educational work been done in the way of teaching the advantages of using electrical equipment?

Are the farmers in your district progressive and interested in the use of electrical equipment? To what extent have they given evidence of this tendency?

In short, what is there in your district that will interest me as a salesman of the goods I am making?

That is going to be the attitude of the advertiser, especially the national advertiser who does not know your district from actual contact or visitation. If the publisher is prepared to meet the advertiser on these grounds, then he is getting a toe-hold for something farther on.

The advertising manager of a paper, under these circumstance must be prepared to show his prospect that there is money to be made in his district provided the goods are properly introduced to the people. In order to satisfy him on the point of making money, he must have at his disposal a large amount of very definite and up-to-date information. There is no use setting out on a mission to see national advertisers under the impression that you are going to interest them now with the old-style song-and-dance. There is no doubt when H. B. Muir, of the London *Free Press*, was in the Eastern States for his paper, he had at his disposal more information about London, about Middlesex county and about Western Ontario than he had about the *Free Press*.

O. L. Spencer, manager of the advertising department of the Calgary *Herald*, has just issued a twenty-four page booklet, giving information about Calgary and Alberta, covering almost every point that an advertiser might require information about. It tells of the number and character of the industries of Calgary, their growth, and then proceeds to go into details of each; Calgary's unique position as a wholesale centre, and as a place for shopping; public utilities, parks, good roads, etc., everything tending to show the prosperity of the people and the value of their good-will. The probable effect of irrigation work now being carried on is explained, with the idea of making it plain that it will mean a greater population with an increased buying power.

Mr. Spencer might well be called somewhat of a chronic analyst, in that he is everlastingly at the work of interpreting his district to the outside world.

After you have shown the advertiser that in your field there is a reasonable chance of his line being established—then go ahead and show him how he can reach that field through your medium. Remember, the paper comes second in the solicitation, not first. It is not necessary, perhaps, to say much about the information that should be available regarding one's paper, as that has been done well by nearly all the Canadian daily papers.

Papers should be very careful to keep records of the results they secure for advertisers. If a merchant has put on a special sale and used your paper to advertise it, find out what results he got, and place these where they will not be lost. It is worth maintaining a good filing system for this work. If your paper is pulling for the firms that are spending money with you, it will not be long before you have a good supply of ammunition with which to fortify yourself when calling on a new prospect.

After all, there is nothing more convincing than results. They knock spots off all the theories that can be piled up and pyramided.

First of all, then, analyze your field. Put yourself in possession of every detail about it. Be an authority on the reasonable ability of your district to buy. Then show how you cover the field, and also close in with concrete cases, covering as many lines as possible, showing the service you are giving to those who are already advertising and getting results. Such a campaign, sanely conducted, will get results.

In the St. Catharines Field

The St. Catharines *Standard* is taking care to see that its district is well served by one paper, and more new equipment has been added. Writing of conditions there, in answer to a query from this paper, H. B. Burgoyne says:—

"We have lately installed in our job department a Kelly press, with automatic feeder. This press is doing good work, and has added materially to our output.

"We have just installed in our mailing department a power Addressograph machine, to handle our mailing list for the daily. This machine enables us to stencil the name and address directly on each copy of the paper being mailed, and eliminates to a large extent complaints from subscribers, owing to non-receipt of their paper.

"You will no doubt remember the two editions we put out in connection with the St. Catharines Chamber of Commerce. We have now been approached by the merchants to issue another edition, for a trading in St. Catharines week, and we are, this Saturday, issuing a twenty-four page "Buy in St. Catharines" paper, which will have a circulation of 15,000 copies. Our regular circulation is over 9,000 copies, and the balance will be distributed house to house, in Welland, Niagara Falls and Port Colborne, as well as Beamsville and Grimsby, and mailed in surrounding country. The merchants are this time paying half fare for all people coming in from these places, and they expect a large crowd. The last time we ran a half-fare week, over 1,200 had their fares refunded."

D. H. Morrison, editor of the *Tweed News*, tells this one:—"While in a reminiscent mood the other day, my thoughts wandered back to the old Dufferin Post printing office where I served my apprenticeship. The late D. J. Mungovan was editor and proprietor. He had a foreman named Campbell, who was a prominent member of the Methodist Church, and frequently items concerning that denomination found their way into the *Post* that were not paid for at so much per, a fact which was sometimes drawn to the editor's attention by his friends. Mungovan was a Roman Catholic and was totally blind. He groped his way into the office one morning when he was not in a particularly good humor and this is a synopsis of the conversation that took place: "Campbell, are you here?" "Yes, sir," very meekly from Campbell. "Well, I would like to know who in h—l is running this office—the Methodist church or the Pope of Rome."

No More Advance Notices About Increases

Gives Good Reasons For His Belief

"WE ARE through with going around weeks in advance and advertising the fact that we are going to raise our rates."

Such was the announcement of the advertising manager of one of the leading dailies in Ontario a few days ago. He has had a good many years' experience, and his methods have proved successful, and so when he comes out point blank with such a statement, it is well to listen to what he has to say.

"But you publish your rate card?"

"Certainly," was the answer. "The contracts to which I am referring now are local advertising. For years it was our custom to publish a front page announcement that on such and such a date we were going to put up our rates to a new figure. Then the fun was sure to begin. We were simply furnishing the business community with something to talk about.

"We get out our cards now, and we absolutely maintain rates. We are very careful that there is never a contract renewed except at the new rate, and we can guarantee to any advertiser that no one else in the paper is getting any better treatment than he, but all this can be done, and is being done without any splash.

"Things are much different in the business world now than they were even five or ten years ago, and if one stops for a minute or so to think it will be easy to see the point I am making. Every city has its Rotary Club, its Kiwanis Club or Chamber of Commerce. There are more chances for the men of the community to come together for lunch or meetings of community interest. When we blast out an announcement of an increase in rates at the end of the month or any other time we are providing ammunition for these men to shoot back at us. I have seen it work out more ways than one. Half a dozen of our advertisers may be sitting at the same table at some of these gatherings. Some one is sure to mention, 'Did you see what the paper is going to charge us for advertising.' And it wouldn't be long before those half dozen men had more or less convinced each other that the thing was not justified, and they would do what they could to resist it. Those half dozen backbones were more or less stiffened, whereas if no announcement had been made, nothing would have been said.

"The other way, when I see a contract running out I make an appointment first, and have my case well in hand. If possible I like to pick off one of our larger advertisers first, and put all my cards on the table. There is seldom any trouble in showing him that our rates are justified by the service we are giving and by the increases that we have asked. When that contract is signed at the new rate I feel that the point of the wedge is pretty well sunk in. Gradually we pick up the others as they run out, and it is surprising how easy it is once you have a fair proportion of the others signed up at the new rate.

"No. We would never go back to the old idea of brass band announcements of our intentions to alter rates. There is no good reason why we should, and from our experience there are plenty of very good reasons why we should not do it."

H. J. Pettypiece to Henry Ford

A week or so ago H. J. Pettypiece, of the Forest *Free Press*, received a "news item" from the Michigan Auto School, of Detroit. This item went along to tell how a boy from Forest was taking a course at the school. No doubt a good many other publishers throughout Canada have received these communications. Here is the letter as it was sent to Mr. Pettypiece. At least the most of it is here, although Mr. Pettypiece had apparently started to trim the thing down before sending it along. It has a heading "Forest Boy in Auto Business—Victor H. Frayne Taking Course in Michigan State Auto School." Then:

"Victor H. Frayne of Forest, Ontario, has sent word that he has arrived at Detroit, Michigan, where he is taking special training to enter the automobile business. Mr. Frayne is attending the Michigan State Auto School, in that city. Being in the 'heart of the automobile industry,' Mr. Frayne expects to secure exceptional advantages. The automobile factories extend the opportunity of inspecting their plants and becoming familiar with the details of manufacture, and employ many of the students who wish to remain in Detroit for some factory experience before starting in business for themselves.

"The automobile industry is fast becoming the world's greatest business. On January 1st, 1920, the total registration of automobiles in the United States was over seven and a half million, in exact figures, 7,523,664. Production of new automobiles in 1920 was about three million.

"A big year is anticipated for 1921. Ford alone has announced he will make a million and a quarter cars this year. Mr. Frayne's many friends will be glad to hear that he is looking into the future and preparing himself for a place in the great automobile industry."

And here is the leter that went back from Forest:—

Forest, Ont., Feb. 26th, 1921.

The Manager,
Michigan Auto School,
Detroit, Mich.

Attention Sir Henry Ford

Dear Sir:—

I have your communication of recent date, in which you announce the safe arrival in Detroit of Victor H. Frayne, of Forest. A three-line item will give our readers all that information, in fact we mentioned it some time ago.

Reading between the lines it strikes me that you wish the *Free Press* to boom your Auto School.

If you wish us to do this on a business basis we will be very pleased to sell you space at regular rates. See enclosed rate card for particulars.

Or, if you wish it done on a complimentary basis, tell Sir Henry to send me a nice little car, and I will give your school a good write-up, and will also tell the people all about it as I ride around through the country.

You will doubtless find either of these advertising plans profitable.

Awaiting your instructions, I am,

Yours truly,

H. J. PETTYPIECE.

The last time H. J. was over at the Forest post office there was no Ford car in his letter box. However if any of you see him riding around in one this summer you may have a pretty fair idea how he came by it.

New Rate Cards Issued

La Presse, Montreal, announces a new rate becoming effective March 1st. General advertising, transient 25c per agate line; 500 lines 20c; 1,000 lines 19c; 2,500 lines 18c; 5,000 lines, 17c; 10,000 lines 16c.

* * *

The Montreal *Daily Star* has a new rate card, becoming effective April 1st. General display, transient, run-of-paper, 25c agate line. Optional line contracts for run of paper used in one year:—1,000 lines 20c; 2,500, 19c; 5,000, 18c; 10,000, 17c; 20,000, 16c.

a Display Classifications (casual) amusement, 25c; annual reports, banks and companies, reading matter, 50c; churches, 12½c; circus and tent shows, 40c; dividend notices, 12½c; educational, 15c; financial statements, 25c; government, 25c; municipal, 25c; political (cash in advance) 25c; summer and winter resorts, 15c; legal, 25c; less 25 per cent. discount.

b. Classified (undisplayed). Class I.—"Situations Wanted," 2c per word, minimum charge 30c.—cash in advance—No advertisement under this class will be charged.

Class II.—All other classifications not enumerated under Class I, 3c per word, minimum charge 45c. per insertion, when paid in advance. When charged, 4c per word, minimum charge 60c. per insertion.

REVIEW OF JOB SPECIMENS

If You Want an Opinion on Your Work, Send It In

THE programme of the choral concert, treated in Figures A, B, C and D, provides an interesting study in type arrangement, and one about which there can be a lot of interesting and helpful discussion. There is a very good reason for selecting this particular piece of work, viz., it is difficult to dispose of on account of the amount of type called for on the title page.

A cover design for this class of work is not apt to be a hard thing to manage if there are only a few words. One group at the top, a little ornament in the space below and at the bottom a few words about the date or place. Such a design at once lends itself to several graceful treatments, but the one used here is a different matter.

Figure A is the original job, and the size of the type page in the first place was about 27 picas wide, it being brought down for purposes of reproduction.

The first thing that suggests itself in looking at this work is that the type is too much spread out, and there has been an effort to display several things, with the result that there is very little prominence given to anything. As has been pointed out repeatedly in *Printer and Publisher*, the compositor should always aim in a case like this to build up some massed effect, some group of lines on which the eye can rest in contrast with other groups, or other display lines. The point at which the eye is attracted in this work is just an uncomfortable distance from the top of the page. Then, too, there is something approaching a monotony of spacing, designated by the jumps from words "of" to "in" to "on" to "by the." This is something that should be studiously avoided.

Then, coming on to the bottom, the matter is set too wide. In this cover, it must be remembered we are working the long way of an oblong, if that is a fair way to state the case. Care must be taken to avoid doing anything that is going to give undue width, rather than length, to the design. Failure to squeeze the material up into a group has a tendency to flatten it out at the bottom. The best feature is that in the selection of type and border good judgment is shown. The cloister effect is always safe for display in this kind of work.

PROGRAMME

OF

Choral Concert

(Under the auspices of the Musical Society)

IN

Walmer Road Baptist Church

DR. JOHN MacNEILL, Pastor
W. F. PICKARD, Musical Director

ON

Thursday evening, March 3rd, 1921

BY THE

Combined adult choirs (80 voices) of Indian Road and Walmer Road Baptist Churches.

Junior Choir (25 voices) of Walmer Road Church, and the "Philharmonic String Quartette" of the Canadian Academy of Music

Harry Adaskin, 1st Violin — Helen Hunt, 2nd Violin
Kathleen Reid, Viola — George A. Bruce, Cello

At the Organ—Vera Gilmore

Silver offering at the door. Programme at 8 p.m.

FIGURE A.

Why It Was Done This Way

Figure B.—This was done in the office of Noble Scott, Ltd., through the courtesy of George Marshall, superintendent. The work is that of Leslie E. Dennison, who is always ready to discuss the fine points of typography, and whose idea of a good time consists of setting up a good job. There are three groups, one main, and two secondary in this arrangement. Mr. Dennison, in explaining his set-up, says "For work of this class—semi-ecclesiastical—a dignified type must be chosen, with a border in keeping. The text line and ornament are printed in color to warm up the otherwise cold dignity of the page."

A glance at this work will show what careful attention has been paid to spacing, breaking of lines, and white between lines and groups. A fairly even grey tone has also been secured. With the two faces used, notice the different changes in display, caps, small caps, lower case and italic, with about the proper emphasis given to each item. The balance secured is very commendable, and the general contour and symmetry of the type masses has also been carefully heeded.

This page is smaller than the original job, but the proportions have been brought down together. The use of the corner pieces seem in fairly good taste here. When one goes into the finer details it will be seen that Roman numerals have been used, and by doing this a more even line has been secured than by using figures. This is particularly so in the last line, as a figure "8" would have jarred, the only alternative being to have spelled it out.

From the Technical School

Walter Handley is always anxious and ready to have his senior boys at the To-

ronto Technical School take a hand at any job that is going, and Figures C and D are from this school, and give a fair idea of the style and class of design that the boys are studying there.

Figure C is credited to Corson MacClanathan. He has used Caslon throughout with the exception of the word "Programme," in Cloister with a Missal "P." The light line around the edge was drawn on as a stock size before the work went to the engraver, and it improves the appearance of the whole thing. Before the line was on the set-up lacked that little something needed to give it the finality that can alone be secured by the use of a border. Some compositors will not agree with the use of so many caps in a pyramid at the top. Caps are harder to read than lower case. It would be interesting to see how this would look with the first letter in the words "Choral" and "Concert" a size larger, just to break any suggestion of flatness on top. Then mass the wording underneath either square ends or flush and indent. A slightly larger size could have been used for the word "Programme," and a little change in spacing would take out any suggestion of monotony in grouping. A pleasing effect is secured at the bottom half of the work, as the grouping spreads out by easy stages. The compositor is not far from having a job that would combine dignity and a certain antique treatment that is highly desirable.

PROGRAMME *of*

Choral Concert

UNDER *the* AUSPICES *of the* MUSICAL SOCIETY

BY THE COMBINED ADULT CHOIRS
(eighty voices) of Indian Road and Walmer Road Baptist Churches; Junior Choir (twenty-five voices) of Walmer Road Church and the "Philharmonic String Quartette" of the Canadian Academy of Music

HARRY ADASKIN . . First Violin
HELEN HUNT . . Second Violin
KATHLEEN REID . . . . Viola
GEORGE A. BRUCE . . . 'Cello
VERA GILMORE . . at the Organ

W. F. PICKARD . Musical Director

Rev. Dr. JOHN MACNEILL Pastor

- IN -

WALMER ROAD BAPTIST CHURCH
on THURSDAY EVENING MARCH III
MCMXXI

SILVER OFFERING AT THE DOOR
PROGRAMME AT VIII O'CLOCK

FIGURE B.

Figure D. is the work of William Fleming, also an advanced student at the Technical School. Some might be inclined to contend that the two border treatment runs into time, but in this case the two borders serve nicely to hold up the block letter used on top. It gives almost the effect of hand lettered work, and is in excellent taste for this class of printing. Were we to comment in anything but very favorable terms on this set-up, it would be in connection with the use of caps in the group at the top. Packard is used throughout with the exception of a few lines in Caslon Italic. Note the grouping in this work, and the nice touch that has been used to get away from any monotony.

Figure F. is nothing very elaborate, but it shows well an idea that should be useful in this season of openings of show-rooms, etc. The stock used was a grey ripple finish, done in blue.

Many offices have a good line of these little cuts on hand all the time, and they keep on adding to them. Expensive? Not a bit of it. Did you ever go through a high grade fashion book or ladies' publication. The pages are full of all such things sketched up by artists who know their business. Cut out a dozen or so of these and mount them on a card. Get a zinc made of the lot and cut them out after.

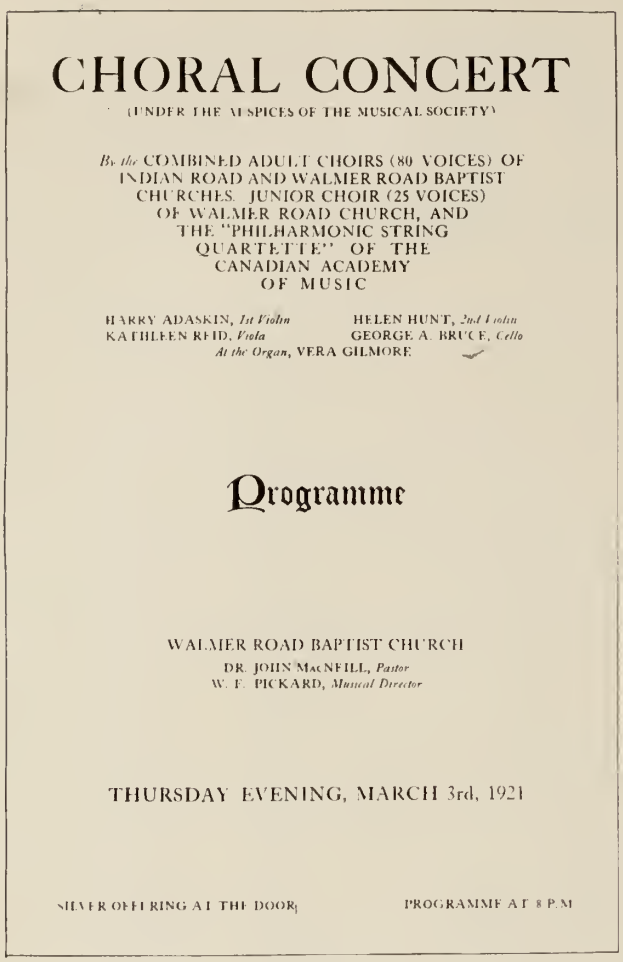
The border is very well selected here to be in keeping with the letter and cut.

Figure G.—The original of this was done on India tint deckle edge stock in green ink with the initial in dark brown. One might be almost inclined to say that the put-together of this was rather daring in its simplicity. Admitting that to be the case, it is also a fact that the grouping is strong and pleasing, and yet light enough to be in sympathy with the general effect needed in a simple announcement of this nature. Here is another case where a nice little cut could be easily secured by simply cutting it out and having a zinc made.

Figure E.—Just a plain design used by one of the paper companies to advertise cover stock. It was done in blue and brown and the stock used was a neutral brown, antique finish. Just one little change. Why not, instead of making that No. 1 take a whole line, spell out the one? The effect would have been much more satisfactory.

Use of Hand Lettering

Figure H.—This was done in two colors, the border and ornament being in red and the rest in black. One might not recognize the two top lines as hand lettered, but they are. Bob Croft, of Croft & Wright, said so, and he ought to know as the job went through his shop. The line on the outside is also hand-drawn to get away from the too-regular brass rule. One might turn this job over a good many times without getting a better or as good an effect. The grouping is well thought out. The whole thing is a first-class bit of work.



CHORAL CONCERT

(UNDER THE AUSPICES OF THE MUSICAL SOCIETY)

By the COMBINED ADULT CHOIRS (80 VOICES) OF INDIAN ROAD AND WALMER ROAD BAPTIST CHURCHES. JUNIOR CHOIR (25 VOICES) OF WALMER ROAD CHURCH, AND THE "PHILHARMONIC STRING QUARTETTE" OF THE CANADIAN ACADEMY OF MUSIC

HARRY ADASKIN, *1st Violin* HELEN HUNT, *2nd Violin*
KATHLEEN REID, *Viola* GEORGE A. BRUCE, *Cello*
At the Organ, VERA GILMORE

Programme

WALMER ROAD BAPTIST CHURCH
DR. JOHN MacNEILL, *Pastor*
W. F. PICKARD, *Musical Director*

THURSDAY EVENING, MARCH 3rd, 1921

SILVER OFFERING AT THE DOOR PROGRAMME AT 8 P.M.

FIGURE C.

From the Coast

Figure I.—From the Quality Press, Victoria, B.C. The original was done in brown on India tinted stock. The use of caps all the way through gives a stiffness that could have been broken up by a more liberal use of upper and lower. Otherwise the arrangement is quite pleasing, and the ornament used seems to fit in very well with the general scheme.

Figure J.—The Quality Press of Victoria, B.C., also submit this one. It is good work, done in a way that will not gouge the cost sheet to excess.

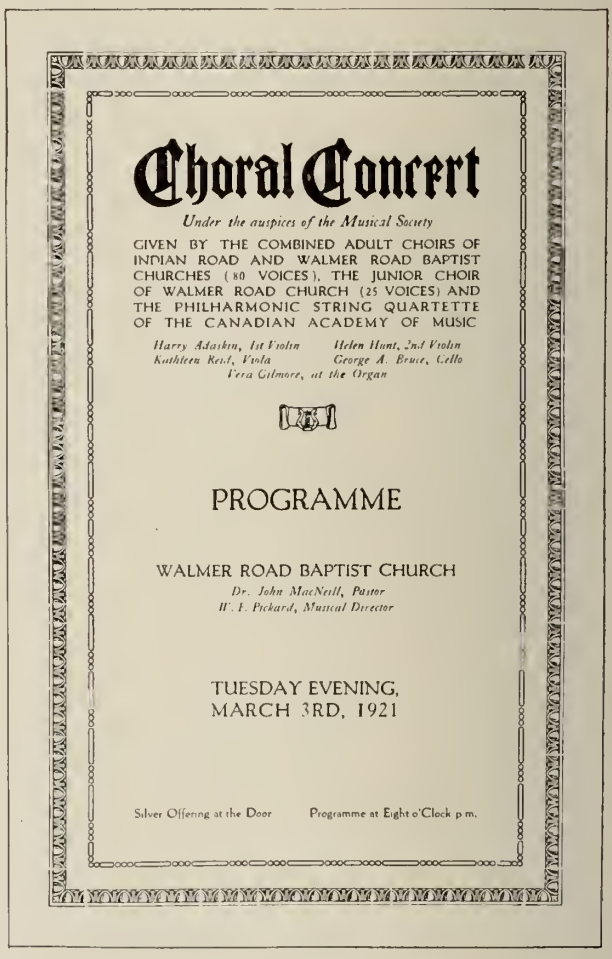
John F. Kennedy, of the Frontier Printing Co., submits a number of samples, "run of mine" stuff, as he calls them. The work throughout is at once passable as good commercial printing, with an absence of any over-done effects. Shall be pleased to reproduce some if you will send some more specimens. In your "Constitution" of the literary society of the collegiate, don't you think you have stayed a little too close to caps? Also it is questionable to carry an ornament to the bottom of a page. It would have been better to group it "Constitution of Senior Literary Society." Then bring in your little ornament about three-fifths of the way up, and carry the wording "Sarnia Collegiate" to the bottom. Your office blotters are well done. The cover design of the "Victor" gas water heater would be improved by taking out all the little ornaments. These don't add anything to the job, and for that reason have no place in it.

The Uxbridge *Journal* sends in a quarter sheet, of which they printed 1,000, asking if their price, $17.50, was a fair one for the work. No particulars are given of the wages paid there, but an estimate based on conditions that likely exist would lead us to state that the price named is a very fair one for the office, and a fair one for the merchant having the work done. The bill is a pretty heavy one, but this is partly offset by it being straight work right through.

The Federal Press, Ltd., Montreal, turned out a unique and attractive little valentine for their customers. It was mailed out in the regular valentine mail to customers and prospects. Done on deckle edge stock, with the cover design embossed and made to represent a real valentine, one naturally turned to the inside. Here a tip-on card, depicting an old Roman valentine custom, led the way to an envelope on the opposite page. The enclosure told of the origin of St. Valentine's Day, and in closing took the opportunity to put across the little message that the Federal Press was out to give service to its customers. Tied in the back well toward the top with a silk cord, the job presented an unusually neat appearance and gave evidence of thought and careful preparation. Its effect on the mind of the prospective customer would be decidedly favorable.

The Cliffe Printing Co., Sault Ste. Marie, have sent in a number of samples. One thing on which they seem to be strong is clean press work and uniform attention to margins. A menu card in blue and gold on buff cover is attractive and very well done. An improvement might have been made by using lighter face than the black in the menu itself, and the same might be said of the programme. Printing for such events should be made as light and graceful in appearance as possible, and the use of black face tends to hold down a bit of work that should otherwise be getting up toward the extra good class.

From the presses of the Royal Print and Litho. Limited, Halifax, comes a unique and handsome volume "Our Late Chief," being the life story of the late Senator Dennis, and tributes from friends and associates. The work is compiled and edited by W. R. McCurdy, and also contains an introductory sketch from his pen. The best of everything seems to have been the idea behind the production of the memorial edition. Hand made deckle edge stock, with an egg-shell finish is a good foun



Choral Concert

Under the auspices of the Musical Society

GIVEN BY THE COMBINED ADULT CHOIRS OF INDIAN ROAD AND WALMER ROAD BAPTIST CHURCHES (80 VOICES), THE JUNIOR CHOIR OF WALMER ROAD CHURCH (25 VOICES) AND THE PHILHARMONIC STRING QUARTETTE OF THE CANADIAN ACADEMY OF MUSIC

Harry Adaskin, 1st Violin *Helen Hunt, 2nd Violin*
Kathleen Reid, Viola *George A. Bruce, Cello*
Vera Gilmore, at the Organ

PROGRAMME

WALMER ROAD BAPTIST CHURCH
Dr. John MacNeill, Pastor
W. F. Pickard, Musical Director

TUESDAY EVENING,
MARCH 3RD, 1921

Silver Offering at the Door Programme at Eight o'Clock p.m.

FIGURE D.

dation from which to build a de luxe edition. Each page carried a light line rule border in mauve, the matter being kept back just the right distance. There has been no attempt at striking effects or color schemes, with the result that the whole edition carries with it a quiet dignity. At the first of the book is a tip-on photograph of the late Senator Dennis, and all through one cannot help feeling that in the organization now carrying on his Halifax properties, the wishes and policies of the founder of these enterprises is being faithfully and lovingly observed and honored.

What Second Survey Showed

One of the most remarkable examples of the results of organization work was revealed in the survey of the printing industry at Pittsburg just finished. The figures cover a resurvey of 118 commercial printing plants, remaining in business out of 127 surveyed in 1919.

The annual business had increased from $4,034,593 in sales to $7,976,085—nearly double the former figure.

The year's profits had increased from $107,013 or 2.7 per cent. of the cost in 1919 to $1,068,792 or 15.5 per cent. of the cost during 1920.

These results show conclusively what can be accomplished by such productive organization work as that which the U.T.A. is doing. The results shown above are largely the effect of operating with the Standard Cost System, the U.T.A. Standard Price List (Typothetae Standard Guide) and of carrying on many of the other activities in the U.T.A. Program.

Comparison of Commercial Plants Surveyed in 1919 that Are Still in Business and Covered in This New Survey 1921

	1919	1920
Commercial Plants Only	127	118
Mechanical Investment		$2,642,415
Mechanical Payroll	$1,056,365	$2,056,581
Overhead Expense	1,405,367	2,138,844
Material Used	1,465,848	2,711,868
Total Cost	$3,927,580	$6,907,293
Total Sales	4,034,593	7,976,085
Profit	$ 107,013	$1,068,792
Percentage of Profit on Cost	2.7%	15.5%

Comparison of the Entire Industry Surveyed in 1919 with The Same Plants Remaining in Business in 1921 Covered by this Survey

	1919	1921
Entire Industry of Pittsburg	171	144
Mechanical Investment	$3,125,344	$2,922,032
Mechanical Payroll	1,467,111	2,339,428
Overhead Expense	1,917,504	2,423,645
Material Used	1,856,293	2,976,361
Total Cost	$5,240,908	$7,739,434
Total Sales	5,501,057	8,754,005
Profit	$ 260,149	$1,023,571
Percentage of Profit on Cost	4.9%	13.2%

WHY
ADVERTISERS
and PRINTERS
PREFER
Interwoven
Covers

REASON
No. 1

United Paper Mills Limited
TORONTO HAMILTON

FIGURE E.

The color reproduction from the illustration opposite has awakened widespread comment and appreciation. The engravers are to be congratulated for the splendid way in which they have reproduced a world masterpiece in the form of a calendar, without detraction from the beauty and dignity of the original painting in any way.

The chief reason for the great interest shown, however, is the fact that the color reproduction was rendered from a black and white print only. Mr. W. H. Legg is to be accredited with the invention of the Vertocolor Process, "whereby accurate color reproduction can be made from black and white copy." The saving this effects will be realized by those accustomed to paying large sums of money for finished color drawings. All that is required for the highest grade color reproduction by the Vertocolor Process is a rough color sketch and the regular finished black and white drawing.

Towards the end of 1920 Mr. Legg completed his researches and experiments and the process was patented in U.S. and Canada. Since that time the Vertocolor Process has been tried on almost every form of illustration with marked success.

Many large buyers of engravings have already taken ad-

vantage of the saving effected by the Vertocolor Process and the Legg Bros., Ltd., are issuing a brochure stating what they say about it.

The Franklin Press turned out a rather exacting piece of work for the Toronto Branch Dickens Fellowship, on the occasion of the presentation of "The Mystery of Edwin Drood." The type measure inside the border is 36 ems, and a large amount of composition is tucked away in the job. Care has been taken all through to maintain a dignified display in keeping with the character of the job. Stock used is buff cover, done in brown.

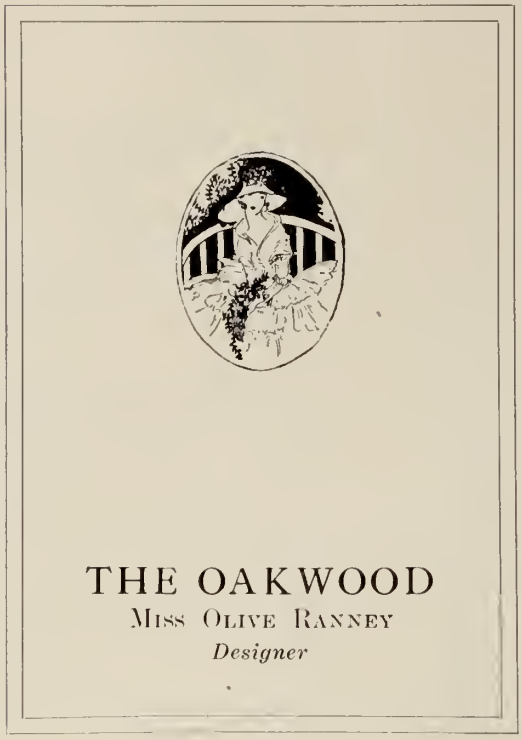


FIGURE F.

Saving time on the make-ready is the claim made prominently by the Cromwell Paper Co. in explaining their new special prepared tympan. This company have made this stock for 35 years, perfected it two years ago, and most of the time have orders that run a year ahead of the mill capacity.

The Lethbridge *Herald* did things up right in the way of a banquet for its newsboys, and the programme and menu card on that occasion was a neat and original piece of work. The cover closed over with a set-in flap like a wallet, while the first page inside carried a tip-on photo of the office with the newsboys ready for the day's work. The inside pages were set solid with the facts about the paper, but mostly about the boys. Brown and green color were used on rich buff stock, the whole being stitched and tied with a brown ribbon, the latter being so arranged that it covered the one stitch that came through.

Now Made in Canada

Canadian printers and publishers will welcome the announcement that they may now secure Made-in-Canada modern printing office furniture, in either wood or steel, without having to pay duty, exchange and excessive freight rates.

The Printers Ideal Equipment Manufacturing Company, of Quebec, Que., who have been manufacturing standardized modern furniture for some time, recently opened an office at 602 Lumsden Building, Toronto, and are selling all their equipment direct from factory to plant.

A number of the leading printing plants have installed their furniture, and we understand it is equally as good in material and workmanship as best imported equipment and as regards space and time saving much more efficient.

In our April number will appear an advertisement of the company.

Miller Saw-trimmer Company's New Catalog

A new catalog has been received from the Miller Saw-Trimmer Company. The catalog covers the Miller saw-trimmer in every detail and in both reading and illustration. Starting with the principle upon which this machine is constructed the catalog describes its practical uses, its construction, describes each part and its function, and gives full details as to keeping the machine up to the highest production. One of the features of a series of photographs shows the Miller saw-trimmer being used in thirty-three different ways, all of them of everyday occurrence in the print-shop. The cover design is effectively worked out, a sticker reproducing a circular saw representing the seal of quality.

Some Reasons for a Cost System

First: If salesmen who are at liberty to make their own estimates know that an accurate cost system is kept and that each sale they make either stands on the books in their favor or against them, if they value their position, they will be careful of the prices they make.

Second: Where the employees in a factory know their time is accurately kept on each piece of work they handle there will not be "soldiering" among them for any length of time. They know they must either produce an average amount of work or make room for men who will. By an accurate cost system the superintendent is enabled to weed out the non-productive help and bring his plant up to the proper standard of efficiency.

Third: A carefully kept cost system will determine the profits on each machine in the house and make it possible to replace a non-producer with a money-maker.

Fourth: A record of each transaction will prevent a repetition of losses which could in no other way be discovered.

ANNOUNCING A DISPLAY
of Newest Models in Hats for the spring season, nineteen twenty-one, now ready for your inspection at the showrooms of Miss A. M. Morkin, 684 Yonge Street, Toronto. Telephone North 7322.

FIGURE G.

Fifth: A record sometimes discloses the fact that the cost of paper or bindery stock is out of proportion with the cost of labor and suggests a remedy in the next order by substituting, with the customer's consent, a cheaper material answering the purpose admirably.

Sixth: In figuring on records it is sometimes good policy to place the record of a former order before the customer and convince him that your profits thereon were legitimate. This has the tendency of creating confidence in the house and often forestalls the peddling habit on future orders.

Seventh: If each department of the plant were charged up

with the rent of its share of floor space the head of that department would get busy and rearrange his department with the object of cutting down the expense and possibly increasing its efficiency.

Eighth: It places a house on a par with other reputable concerns in determining the cost of all classes of work from a visiting card to a book.

Ninth: The knowledge that your prices are right will do more than any other thing toward stiffening your back when going after business. Without a cost system you have not this knowledge; your customer has the advantage and makes good use of it.

Tenth: If you can show your banker that you keep an accurate set of books and a complete cost system, his confidence in the house will be strengthened and your future made more secure. — Montreal *Printing Trade News.*

The cutting down of the Ottawa printing bureau has resulted in a large saving. The report on this matter says:—

As a result of the cleaning out of unsatisfactory and inefficient staffs, the report says, "those left are not only capable, but are really working. Jealousies and intrigues, which the committee formerly found plentiful, have disappeared."

Under the heading of outstanding economies and achievements, the committee points out that the reduction of staff over all three branches was from 1,171 on June 1, 1919, to 749 on October 20, 1920, a reduction of 36 per cent. Some of the heaviest reductions have been in the composition end, where they were from 368 to 180, or 50 per cent.; bindery, from 281 to 159, or 42 per cent.; stationery and distribution, from 160 to 94, or 40 per cent.; proofroom, 65 to 26, or 60 per cent. The payroll, (after deducting 12 per cent. increase for comparison purposes) should show a decrease of 30 to 35 per cent., or in the aggregate from $425,000 to $475,000. Linotype equipment has been reduced from 32 to 20 machines, and production per machine hour increased 110 per cent.

FIFTY FILING SUGGESTIONS

FIFTY SUGGESTIONS TO HELP YOU IMPROVE YOUR FILING DEPARTMENT AND TO "FIND AND FILE IN LESS THAN TEN SECONDS"

FIGURE H.

Follow Copy

"FOOL-PROOF PRESSES, NORWOOD, ONT."

The above style of imprint was selected for us by an author of considerable reputation. It was appended to the copy of an order received last month from this gentleman, and the letter accompanying same had this explanation:

"The work previously entrusted to you was executed so perfectly and so satisfactorily in every respect that I am sending you herewith another job. The printing was not only well done but was free from errors and every capital letter and punctuation mark was in place," hence the appellation.

FAREWELL CONCERT

WINIFRED LUGRIN FAHEY
SOPRANO

MRS. A. J. GIBSON, *Accompanist*

ROYAL VICTORIA THEATRE
THURSDAY, OCTOBER, 16TH, 1919
AT EIGHT-THIRTY

FIGURE I.

Song Recital

Winifred Lugrin Fahey
SOPRANO

Mrs. Irene Walsh Nasmith
ACCOMPANIST

Empress Hotel
TUESDAY EVENING, MAY 20th, 1919

"Music extendeth into regions whither language cannot follow."---Mendelssohn

FIGURE J.

Big Drop in Prices

IT IS INTERESTING TO NOTE THE REMARKS OF APPRECIATION HANDED OUT TO US THESE DAYS, WHILE WE HAND OUT OUR GOODS AT THE NEW LOWER MARKET PRICES. WE ARE TRYING TO TAKE OUR LOSS WITH A SMILE,—MIGHT JUST AS WELL,—FOR THE NEW SPRING GOODS ARE COMING IN AT REDUCED PRICES AND WE ARE OBLIGED TO REDUCE THE STOCK ON OUR SHELVES IN ACCORDANCE WITH PRESENT MARKET VALUES. MANY LINES CUT BELOW THE AVERAGE.

NOTE THESE PRICES

Just received notice of another little cut in Price of BIRDS' YARN, consequently here she goes on to you.

Grey or White per lb. $1.40

Red, Blue or Black, per lb . . $1.50

in effect MARCH 10th

FOR TEN DAYS ONLY——

Men's Black or Brown Stiff Hats in six different shapes, number one quality. Regular $2.50 to $5.00 values.

TWO FOR ONE

Buy one at the Regular Price and get ONE FOR NOTHING.

In effect March 10th to March 20th

LADIES' Plain Over Rubbers, best grade, 9 different styles $1.15

MEN'S Plain Over Rubbers, best grade 5 different styles $1.60

MEN'S 7 inch Tan Leather Top Snag Proof, Red Bottoms $5.25

9 inch Tops $6.50

12 inch tops $8.00

Other lines reduced in price accordingly.

LOOK OUT FOR "SECONDS" IN RUBBERS—They are on the market. We didn't buy one dollar's worth of them. Like a bee they leave their sting.

MEN'S AND BOYS' SUITS FOR 10 DAYS ONLY

Buy a Man's $40. Suit and with it you get A BOY'S $12.00 SUIT FREE.

Buy a Man's $50.00 Suit and get aBoy's $15.00 SUIT FREE

Buy a Man's $60.00 Suit and get a Boy's $18.00 SUIT FREE.

Wes. McKnight

End of Car Line THE HOUSE OF QUALITY *New Liskeard*

This advertisement appeared recently in an Ontario paper. Outside the heading at the top, the advertisement above is almost featureless — at least it is weak in parts where it should be strong. The heading says: "Big Drop in Prices." The eye anxiously looks for the prices and the articles, but receives little encouragement. The prices are not only subdued but the style in which the items are presented possesses too little appeal. The items referring to men's and boys' clothing seem to be of great importance, too, in this advertisement, yet they are displayed in insignificant style. Dominating introductions are not popular for newspaper advertisements of this character. The advertisement is presented on the opposite page in new dress, which no doubt shows improvement in style. Some liberties have been taken in the arrangement of the copy, which are usually permissible, depending, of course, on the attitude of the advertiser.

Big Drop in Prices

In Effect March 10th to March 30th

IT is interesting to note the remarks of appreciation handed out to us these days, while we hand out our goods at the new lower market prices. We are trying to take our losses with a smile—might just as well —for the new Spring goods are coming in at reduced prices and we are obliged to reduce the stock on our shelves in accordance with present market values.

Note These Prices

BIRDS' YARN—Just received notice of another cut in price, consequently here she goes on to you:

Grey or White, per lb. - $1.40 Red, Blue or Black, per lb. $1.50

OVER-RUBBERS

LADIES' PLAIN OVER-RUBBERS, Best grades, 9 different styles - - - $1.15

MEN'S PLAIN OVER-RUBBERS, Best grades, 5 different styles - - - $1.60

Men's and Boys' Suits for 10 Days Only

Buy a Man's $40.00 Suit and with it you get a BOY'S $12.00 SUIT FREE.

Buy a Man's $50.00 Suit and with it you get a BOY'S $15.00 SUIT FREE.

Buy a Man's $60.00 Suit and with it you get a BOY'S $18.00 SUIT FREE.

MEN'S 7-INCH TAN LEATHER TOP, SNAG PROOF,
Red bottoms - - - **$5.25**
9-inch tops - - - - - **$6.50**
12-inch top - - - - - **$8.00**

Other Lines Reduced Accordingly.

[Look out for "Seconds" in Rubbers—they are on the market. We did not buy one dollar's worth of them. Like a bee they leave their sting.]

MEN'S HATS for 10 Days Only

MEN'S Black or Brown Stiff Hats, in six different shapes, number one quality.

Regular $2.50 and $5.00 Values TWO for ONE

Buy one at the regular price and get one for nothing. A rare opportunity!

In Effect March 10th to 30th.

WES. McKNIGHT

"The House of Quality"

End of Car Line NEW LISKEARD

THE PERSONAL SIDE OF IT

We'd Like to Get Items for These Columns

Ontario

The Mildmay *Gazette* installed a Model L linotype recently.

Bruce publishers report job printing fairly brisk since New Year's.

The Hanover *Post* has installed a power-stitcher in its bindery department.

The job department of the *Daily Nugget* at Cobalt has recently installed a Miller feeder.

Lorne A. Eedy, publisher of the *Telescope*, has been elected chairman of Walkerton Public Library Board.

Ernest E. Shortt, publisher of the Southampton *Beacon*, is president of the hockey association of that town.

The *Daily Nugget* at Cobalt now has a battery of three linotypes, a model 14 having recently been added to the equipment.

A new Miller feeder and a new Chandler and Price job press were recently added to the equipment of the Fergus *News-Record*.

J. P. Jaffray, editorial writer for the Galt *Reporter*, has been elected second vice-president of the Ontario Horticultural Society.

J. L. Pepper, who specializes in printing plant production, has moved his office from 38 Toronto St., to 602 Lumsden Bldg., Toronto.

Bruce publishers are doing away with bulk tenders for municipal printing, the work being now done on the basis of the current job price list.

The Dominion Printing Ink Co. issued a very attractive calendar this year, reproducing the picture "Child of the Forest,' printed in process colors.

Charles Tresidder, who was on the advertising department of the Hamilton *Times* at the time of its sudden demise, is now job foreman for the Cobalt *Nugget*.

James Muir of the Almonte *Gazette* recently underwent an operation in the hospital of that town. The latest reports are that he is progressing favorably.

We are glad to learn that E. E. Reynolds, formerly editor of the Gravenhurst *Banner*, who has been ill at his home in that town for some months, is improving.

E. S. Munroe, president of the Wilson-Munroe Co., Ltd., wholesale paper merchants, Toronto, and Mrs. Munroe, are at present on a vacation at St. Petersburg, Florida.

Carrie I. Painton, for some time a member of the staff of the Bowmanville *Statesman*, has joined the staff of C. A. Goodfellow & Son at Whitby as an intertype operator.

R. J. Sallans, manager of national advertising for the *Border Cities Star*, spent several days the first part of March, in Toronto and Montreal visiting agencies and general advertisers.

Leonard Cecil Sabine, who lost his life when he faced two gunmen in his drug store at 533 Manning Avenue, Toronto, was a brother of Mr. Howard Sabine, editor of the Marmora *Herald*.

The business of the Fred W. Halls Paper Co., Ltd., necessitating an increase of staff, Mr. A. P. Rawsthorn, until recently connected with a London paper export house, has joined their selling force.

The *Weekly Times*, West Toronto, previously printed at the plant of the Ontario Press, will henceforth be printed by its own equipment, supplied and installed by Stephenson, Blake and Co., Toronto.

Ed. Loney, formerly of the Toronto *Star* staff, recently succeeded Dan Cushing as news editor of the Cobalt *Daily Nugget*. Mr. Loney has taken kindly to the north and would not move south again on a bet.

J. Orlon Livingston, editor of the Grimsby *Independent*, is general manager of the Old Boys' Reunion to be held in that town in August. His appropriation for printing and advertising for this event is $1,600.

Roy Evans, advertising manager of the *Border Cities Star*, has been receiving congratulations on the sixteen page "Motor Show Edition" as part of the forty page paper issued by the *Star* on Saturday, February 26th.

The *Press*, Winchester, Ont., Mr. Jas. H. Ross, owner, burned out a few weeks ago, had their new plant installed and in operation in two weeks by Stephenson, Blake and Co., Toronto. They only missed two issues.

Col. J. A. Cooper, Director of the Canadian Government Office, New York, is to retire from the Government service in the near future, to become a partner in the firm of Smith, Denne and Moore, advertising agents, Toronto.

Mr. W. Lewis has recently been appointed manager of the newspaper and magazine department of the Canadian Mercantile Agency, Ottawa. This firm has recently been reorganized and the staff increased to cope with its rapidly growing collection work.

The business of the Palmerston *Spectator* Publishing Company has been sold by the proprietor and editor, H. E. Bywater, who has had charge of the work at Palmerston for some seventeen years. It is understood that ex-Mayor R. A. Treleaven is back of the sale.

Hugh C. Templin, who has obtained considerable notoriety as the writer of "That Inside Page" in the Fergus *News-Recorder*, under the signature of "Whig", has again been appointed to the Law Clerks' Department in the Ontario Legislature, during the session.

J. M. Denholm, of the *News-Tribune*, Blenheim, Ont., has plans for the erection this season of a building for the exclusive purposes of his publishing business. The building is to be thirty feet frontage in the centre of the business section of the town, and 54 feet deep.

J. E. Young, editor of the *Border Cities Star*, has been busy acknowledging letters thanking the *Star* for the most thorough manner in which it covered the Spracklin trial. All of the evidence was printed verbatim, running from fifteen to twenty columns each day of the trial.

Grimsby merchants conducted their third Dollar Day sales on March 4th and 5th. The Grimsby *Independent* as usual was largely used to make this sale a success. The issue of March 2nd contained 16 pages and carried 1,403 inches of paid advertising and all at full rates.

P. George Pearce, of the Waterford *Star*, since putting in a machine, has made other changes in his shop. He had two large tables with drawers of all sizes. The board tops were not satisfactory, so they had them changed to cement tops, and this has been a great improvement at small cost.

The Newmarket *Era* installed a newspaper folder to take an insert just before the Christmas holidays, which is working satisfactorily. The editor, who had his arm broken during the process, is now able to wield the pen again, which he has been doing for the past 46 years on the same sheet.

W. H. Smallfield, who was for a number of years associated with his father in the management of the Renfrew *Mercury*, has been appointed assistant manager of the Merrymount Press, of Boston, Mass. This is the printing office where the majority of the work for Harvard University is turned out.

Frank Burd, of the Vancouver *Province*, was in Toronto for a few days, on his way back from Indianapolis, where he had been in connection with a meeting to arrange matters now in dispute over the question of wages in Vancouver daily newspaper offices. No decision was arrived at, and the matter is still unsettled

W. R. Davies, editor and proprietor of the Renfrew *Mercury*, and president of the Canadian Weekly Newspapers Association, sails on the 24th of this month for England on the *Empress of France*. It is Mr. Davies' intention to visit his old home in Wales as well as some of the more important points in Great Britain.

The Grimsby *Independent* reports that during the first six months of the $2 subscription rate the loss of subscriptions through the raise has been practically nil, while the number of new subscribers placed on the lists is fifty per cent. greater than was the number secured during the last six months of the old $1.50 rate.

The Barrie *Examiner* has been running a series of very interesting reminiscences of Barrie forty years ago from the pen of Fred W. Grant, who started sticking type on the *Examiner* some 35 years ago and is now mechanical superintendent of the *Colonist*, Victoria, B.C. Features of this kind are great circulation builders.

The Fergus *News-Record*, an eight page, all-home print paper, came out last month, one issue as a twelve page, on account of the large amount of unsolicited advertising it carried. It had three full page and two half page advertisements, besides its regular ones. Some of the local merchants were advertising their annual spring sales.

During the first week in March, Ross V. McGuire, publisher of the Thamesville *Herald*, signed a contract with a travelling show manager, to print ten thousand dodgers, and daily datings for one sheet each month. It was for a company just recently entering the field of amusements. The same office did 1,000 half-sheet show cards for the same company.

The Grimsby *Independent* has the contracts this year for the printing and voters' lists of seven different municipalities as well as the printing for the County of Lincoln. Two contracts were lost because the paper refused to cut its price on voters' lists. The *Independent* takes the stand that unless it can get a good fair price for a job it does not want the work.

When a gear was stripped on the Cox duplex press of the Galt *Reporter* on Saturday, February 26th, it was necessary to take the six forms of the main section to Kitchener to be printed. The Kitchener *News-Record* kindly made up the section to eight pages with two magazine pages and ran the *Reporter's* issue of 4,800 copies on their Hoe rotary press.

Wallace Laut, formerly managing editor of the London *Advertiser*, and for the past year with the McConnell-Fergusson advertising agency at London, has removed to Toronto, where he is doing publicity work for Filmcraft Industries, which are specializing for the present in industrial pictures. Mr. Laut's family will continue to reside in London for the present.

In "O'Brien's Best Short Stories for 1920 and Yearbook of the American Short Story," Charles Christopher Jenkins, of *MacLean's Magazine*, is listed with two starred stories, "The Bayonet of Henry Laberge," and "The Man Beneath," both Canadian short stories, with Canadian settings. This is the second time Mr. Jenkins has been listed in Mr. O'Brien's annual list.

The *Border Cities Star* has recently issued a most interesting booklet on circulation showing the growth of the *Star* since it came under the ownership of Mr. W. F. Herman, in September, 1918. In the two and one-half years, the net paid circulation has increased from 8,000 to over 18,000 daily. During the same period the subscription price has been raised from $4.00 to $7.80 per year.

Miss Gertie Hoover, for four years a member of the Forest *Free Press* staff, was married on Feb. 22nd. This was the fifth wedding out of the office in the past five years. Four of those married off are young ladies, and the result is the office now has no difficulty in getting female help. One of the older members of the staff says the office has become a regular matrimonial agency.

W. J. Gage & Co., Ltd., Toronto, announce that for the coming year they will give all employees in their factory, holidays for continuous service; those who have been in the employ continuously for one year and less than two receive one week's holidays with full pay. Those who have been in the employ continuously for two years or more will be granted two weeks' holidays with full pay.

A. C. Campbell, formerly associate editor of the debates in the House of Commons, has been appointed to the chief editorship, vice Thomas P. Owens, whose death occurred recently. Mr. Campbell has been associate editor of debates for many years and for 25 years a *Hansard* reporter. Prior to joining the *Hansard* staff, Mr. Campbell was correspondent for the Montreal *Gazette*, Toronto *Globe* and other papers.

William Williams, president of the Bulletin Presses Limited, Collingwood, accompanied by his wife, is enjoying a holiday in San Diego, California. They are on this trip the guests of old time students of Mr. Williams, when he was principal of the Collingwood Collegiate Institute, from which he retired in July, 1901, after nearly thirty years' teaching. The holiday will probably extend to the latter part of April.

The Brantford *Expositor* is installing a new modern Hoe, 40-page, Simplex press. This machine is one of a new type and is of low construction design, and capable of turning out 30,000 papers per hour in multiples of 2 up to 20 pages, and 15,000 per hour in steps of 4 to 40 pages. A complete Koehler electrical system is being attached to the press and new stereotype machinery, including a plate finisher, will be installed along with it.

The *Border Cities Star* has installed a Model 8 linotype, giving a battery of nine machines consisting of three Model 14's, three Model 5's, two Model 8's, and one Model 9. All headings are set on the Model 9. The *Star* is also installing an Elrod lead slug and rule caster which, with the Ludlow type caster installed in November gives the *Star* a complete non-distribution system as well as one of the most completely equipped composing rooms in Canada.

William Mark O'Beirne, editor of the Stratford *Beacon* since 1891, and first president of the Dominion Press Association, died at his home on February 18, following a lengthy illness. He suffered a paralytic stroke in 1915. He was born near

THE LATE W. M. O'BEIRNE.

Durham, but spent his boyhood days in Lindsay. He was editor of the Napanee *Express* in 1881-5, representative of the *Globe*, Toronto, in Montreal 1885-1888, and editor of the *Weekly Standard*, Woodstock, 1889-1891. He was president of the Daily Section, Press Association, 1907-8, and when the Dominion Association was formed in 1914-15 he was its first president. His illness compelled his retirement from the office. Deceased is survived by his wife, three sons and two daughters, one of the latter married. His sons all reside in this city, K. W. acting as business manager of the *Beacon* and William being a member of the reportorial staff.

The Tweed News Limited, which was organized as a joint stock company in January, 1920, held its annual meeting on February 1st, and declared a dividend of 7 per cent. on the year's business. J. F. Houston was elected president; C. H. Kerr, vice-president; Geo. Stokes, treasurer; and D. H. Morrison, editor and manager. An up-to-date Potter newspaper press was installed during the year, and the *News* has now a splendidly equipped plant throughout.

J. George Muir is now completing his 45th year in the office of the Newmarket *Era*, where he served his apprenticeship. With the exception of a short term in the Government Bureau at Ottawa he has been a constant employee, the last 33 years as foreman. Mr. Muir is an enthusiastic Mason, being past-master of Tuscan Lodge, No. 84, and also an officer in the Orange Lodge. His father, the late Alex. Muir, is the author of Canada's National Song, "The Maple Leaf."

The Guelph *Mercury* has disposed of its job printing department, having sold it to two employees, O. N. Felker and Roy Robinson. They will operate it under the name of the Royal City Press. The job department dates back to the year 1854. They will move the business out of the *Mercury* office, giving much needed room for extension to the composing room. At

present the editorial room is on the same floor as the latter, but new quarters will be built for the editorial staff on the floor now occupied by the job department.

R. W. Orcutt, of the New York office of the Linotype Co., was in the Canadian territory for a few days this month. On his way over he had an exciting experience, having been one of the passengers on the M.C.R. train that was wrecked outside of Chicago. With Mrs. Orcutt he was in the dining-car at the time, and, although thrown around a bit when the mishap occurred, was not injured. He reported business as being brisk at the plant, which has been operating full time right along. Bookings for the West were particularly satisfactory.

Here's a record to shoot at:—Jas. A. Livingston, general manager of Jas. A. Livingston & Sons, owners of the Grimsby *Independent* and the *Canadian Sportsman*, is the busiest newspaper man in Canada. He not only looks after his official managerial duties, but runs four large fruit farms with a total acreage of 385 acres; conducts a large auctioneering business throughout three counties; director of three different companies; does a little political spouting and finds time to train and race a couple of "oat eaters," otherwise known as race horses.

At the annual meeting of the General and Marine Hospital, Collingwood, the editors of the local papers, Messrs. W. A. Hogg and David Williams, were both elected to the Board of Trustees, the latter being subsequently elected as chairman for the ensuing year, in which he succeeded the former after several years of good service. At the annual meeting of the Great Northern Exhibition, Messrs. Hogg and Williams were also elected directors and subsequently appointed on the executive committee, of which both have been members for several years.

F. I. Weaver, for the past ten years with the MacLean Publishing Co., Toronto, is starting in business for himself with a publication that will cater to the stationer and bookseller. He has for some years been manager and editor of *Bookseller and Stationer*. He started with the Kitchener *Telegraph* leaving there as a reporter to join the local staff of the *Mail and Empire*. He afterwards returned to Kitchener as news editor of the *Telegraph*, after which he secured a stationery business, which he conducted up until the time he joined the MacLean staff about ten years ago.

Robert A. Constable of Woodstock, who up to a year or so ago, was known as perhaps the oldest working printer in Canada, celebrated his 89th birthday last week. Mr. Constable has worked in many towns and cities in Canada and United States. In 1863 he worked on the Cleveland *Leader* alongside of Artemus Ward and Mark Twain. Mr. Constable established the Ingersoll *News* in 1864, and the Ridgetown *Plain Dealer* in 1875. He also established the Niagara Falls *Record*, Glengarry *Advertiser*, and the Ayr *News*, and at the time of his retirement was conducting a job office at Woodstock.

At the annual meeting of the Collingwood Public Library Board, David Williams, editor of the *Bulletin*, was unanimously re-elected chairman of the library committee, a position which he has held for a number of years. With the chairman, J. Phalen, he was elected as a delegate to the Ontario Library Association meeting, to be held in Toronto on March 28 and 29. W. A. Hogg, editor of the *Enterprise*, was named as chairman of finance. Mr. Williams is also secretary and curator of the Collingwood Huron Institute, the museum of which contains upwards of 6,000 exhibits, chiefly pertaining to Collingwood.

C. W. Rutledge, former proprietor of the Markdale *Standard*, was tendered a public reception in the office of the Department of Agriculture. A large number of citizens were present to do honor to Mr. Rutledge and express their appreciation for his long and faithful service to Markdale and the district served from there. The chair was taken by Mark Armstrong and after a few preliminary remarks he called on Dr. Ego to read an address, very nicely framed and well gotten up. Mr. Rutledge was deeply affected but replied most appropriately expressing satisfaction at having his services recognized in such a public way.

With the completion of front and back additions to their former building, the Cliffe Printing Company, of Sault Ste. Marie, Ontario, have one of the largest and best equipped job printing plants in the North country. The total floor space of the building is now 5,000 square feet. A new press room has been built which is 35 feet by 42 feet. It is fireproof in construction and well lighted and ventilated. Among the latest additions to the mechanical equipment of the plant are a Lee cylinder press and an Autopress. The Cliffe Printing Company is managed by Herbert P. Cliffe and Osborne D. Cliffe, both recent graduates in Arts of Queen's University.

For more than two years the Acton *Free Press* has featured "The Old Man of the Big Clock Tower," a weekly resume of local history and doings of sixty years ago and on down through the years. It has been read with unceasing interest and there is a constant query as to the personnel of the Old Man, but up to date his personality has not been successfully guessed. This feature has been a circulation getter and has made the *Free Press* more popular than ever. The editorial feature of the Acton *Free Press*, set in 10-pt., 20 ems, has been well sustained, every week filling two columns with good live editorial matter on local and general topics of undoubted interest.

H. J. Pettypiece is getting away with his $2 rate. Writing to *Printer and Publisher*, a few days ago, in response to a query from us, he says:—"Although the subscription rate of the Forest *Free Press* was increased in December last from $1.50 to $2.00 there has been no decrease in the circulation. Of course there have been a few "stops" because of the increase, but the number of new names added, at the $2.00 rate, has more than equalled the number cancelled. This very satisfactory condition is due to two causes. First, the papers which were published at Thedford and Wyoming have ceased publication. Second, we try to give our readers a good local paper and they appreciate it."

Charles Cliffe, editor of the *News*, Sault Ste. Marie, Ont., celebrated his 78th birthday. For over 50 years Mr. Cliffe has been in journalism, his first paper being the Kincardine *Review*, which is now owned by Hugh Clark. In the interval between then and now, he has published papers at St. Catharines, Brandon, Manitoba, and Sandon, B.C. Fifty-two years ago Mr. Cliffe was teaching school in Lucknow, and at the end of the term made arrangements to study law with Mr. C. Cameron of Goderich. Friends induced him to buy out the Kincardine *Review* and enter journalism. An ardent politician he has been in many campaigns. Contesting the Brandon constituency against Hon. Clifford Sifton, then Minister of the Interior, Mr. Cliffe was defeated by only 40 votes.

C. W. Wilson, advertising manager of the Fort William *Times-Journal*, has been spending some time in Eastern Ontario recently. He took in the annual meetings of the Ontario Agricultural Society in Toronto, in which work he is greatly interested. In fact Mr. Wilson, and D. Smith, the manager of the paper, have been leaders in all work connected with the garden lot plans and horticultural work generally. Mr. Wilson is also a great believer in meeting personally as many of the general advertisers as possible, and when on these trips calls on a great many whose business he is carrying through the agencies. He finds that this is a good practice, as very often he is able to give the national advertiser some definite information of assistance in regard to conditions in his particular field.

Thomas P. Owens, for many years editor of *Hansard* debates, in the House of Commons, died at his residence in Ottawa after an illness of three weeks. Mr. Owens through his connection with many important government commissions was well known in official circles throughout Canada, and his death is being sincerely mourned by a host of friends. He was appointed *Hansard* editor in 1888. Mr. Owens was 57 years of age, and was formerly a member of the Montreal *Gazette* staff. His only son, Sergeant Owens, was killed in the great war. Mr. Owens was probably the fastest shorthand writer in Canada. It has been claimed he was the only Canadian who could "take" Billy Sunday verbatim. His income was said to exceed that of the prime minister before the recent increase.

After twenty-three years consecutive service to the MacLean Publishing Co., Toronto,, Frank M. Alexander has resigned to join the staff of Commercial Press, Ltd., Toronto, as manager of their trade papers. He has had an all round experience as circulation and advertising salesman, advertising manager, business manager. Before leaving, the company presented him with a beautiful watch suitably engraved. The staff of *Canadian Grocer* and most of the managers and editors assembled in Mr. Hunter's office for the occasion, when Mr. Hunter and Mr. Tyrrell referred to his splendid connection with the company and assured him of the best wishes of all. B. T. Huston made the presentation and referred briefly to the intimate personal connection over many years working as team mates.

The Petrolia *Advertiser-Topic*, published by Mr. A. W. Ellis, has recently added to its equipment a 10 x 15" C. & P. press and Miller feeder, purchased from the Canadian agents, the Toronto Type Foundry. The *Advertiser-Topic* has now one of the most up-to-date weekly plants in the province, being equipped throughout with labor-saving machinery. Mr. Ellis, the editor and publisher, is an all-round newspaper man and is giving his town and district the best newspaper it has ever enjoyed. Between twenty-five and thirty columns of live local and county news, including country correspondence, is set each week. That it is appreciated may be judged by the growth of its circulation list. Mr. Ellis was, at one time, business manager of the Stratford *Herald* and later of the fruit magazine published in Vancouver, B.C.

Since the Prescott *Journal* absorbed the *Tribune*, and by so doing, has the field to itself, it has been forging ahead. The office which was heretofore ramshackle, has been thoroughly renovated and modernized, and now presents a substantial appearance. About a year ago, the old drum cylinder, which had been grinding out the weekly edition for the past 25 years, was scrapped and in its place now stands a modern 2 revolution Babcock Cotterell. A C. & P. Gordon has also been added to the job press room. Business in the job department is good and advertising is exceptionally good, and at increased rates. The weekly average is now well over the 1,100 mark at the $1.50 rate which was raised from the dollar rate in July, 1916. Editor Mason, who is well known in Prescott and elsewhere, as "Uncle Dud," besides guiding the *Journal* over the rough passages, also occupies the mayor's chair, having been elected by acclamation in January last, for a second term.

G. H. Tyndall, who has been manager of Eastern Territories on *MacLean's Magazine* for the past three years, has been made Director of Advertising, taking over the work on this publication which up till now has been handled by H. V. Tyrrell, general manager of the company. Several years of selling in retail stores as well as on the road in every section of Canada provided Mr. Tyndall with an all-round experience in the various branches of merchandising before entering the daily newspaper field ten years ago. Mr. Tyndall joined the staff of *MacLean's Magazine* in 1917. R. B. Huestis, who was for several years in charge of the New York office of the MacLean Publishing Company, leaving two years ago to become sales manager of the Davidson Tool Company of that city, has returned to *MacLean's Magazine* as manager of Eastern Territories, with headquarters at the Toronto office. Mr. Huestis is a Canadian born in Halifax; and had several years of advertising and merchandising experience in various parts of Canada before going to New York for *MacLean's*.

Samuel Reid, aged 77, one of the oldest printers in Canada, died at his home on Queen street, Kingston, after a few days' illness. He was connected with the *British Whig* for more than 50 years, and as youth aided the reportorial staff in writing the visit of the Prince of Wales to Kingston in 1860, and assisted E. J. B. Pense in covering the Canadian Confederation events in Kingston in 1867. Mr. Reid was for 18 years foreman of the *Whig* composing room and when he retired some time ago he was retained on the pay list of the newspaper he had served so long. The Kingston *Whig*, referring editorially to the passing of Mr. Reid, said in part:—"For some two and fifty years he was on the payroll of the *British Whig*, and no newspaper ever had a more loyal servant. His record as a printer is probably not surpassed, even should it be equalled, by any other of his calling in the long history of Canadian newspaperdom. It was a record of which Mr. Reid was proud, and his fellow workmen shared equally in his pride. Just a week before his death he attended the printers' banquet, and, although feeble, responded to the demands for a speech. The applause that followed his effort showed the warm spot he held in the hearts of his fellows."

Quebec

John Holland, proprietor of the Stanstead *Journal*, bought a wood lot and is lumbering this winter as a side line.

Major J. R. Wilcox, of the Magog *Enterprise*, has been appointed in command of the 5th C.M.R. militia in Stanstead county.

Mr. George Legge, of the Granby *Leader-Mail*, is planning to take a holiday trip to the Pacific coast with the Canadian Weekly Publishers.

Mr. John Ryan, of the Waterloo *Advertiser*, is still boosting his legal blank department. This runs well ahead of his newspaper in the matter of profits.

W. L. C. Jento, whose home is in Prescott, Ont., and who was on the Sherbrooke *Record* staff as city editor for a year, recently went to Montreal to join the *Star* staff.

Captain A. W. Reid, who after several years in newspaper service in Canada, served overseas, in Belgium, France and Italy during the war, has resumed his journalistic work as city editor of the Sherbrooke *Record*.

An interesting event in the typographical world will take place in August at Quebec city, when over five thousand delegates from all parts of the world will be present at the International Typographical Convention.

George H. Bradford, for many years publisher of the Sherbrooke *Gazette*, died recently at an advanced age. Mr. Bradford was contemporary with such veteran Eastern townships editors as E. R. Smith, of the St. Johns *News*, W. E. Jones of the Richmond *Guardian*, and L. R. Robinson, of the Stanstead *Journal*, all of whom predeceased him.

L. A. Belanger, the veteran publisher of *Le Progres de l'Est*, a Sherbrooke weekly paper, and who is well known to the older publishers in Ontario, is still enjoying good health and works a good deal longer than the regulation eight hours daily.

William Hutt, secretary-treasurer of the Montreal Herald Publishing Co., was seriously injured when he fell down a flight of steel steps to the press room. He was taken to the hospital, where it was reported that he had suffered injuries to his spine.

William Clarke, a well-known resident of Toronto, died in New York recently. For many years Mr. Clarke had been partner with three brothers in the Gulf Pulp and Paper Company. The Clarke Brothers were the founders of Clarke City on the Gulf of St. Lawrence, where a large pulp mill was erected.

V. E. Morrill, managing director of the Sherbrooke *Record*, in a trade bulletin recently issued refers to conditions in Southern Quebec as the steadiest and most prosperous in the Dominion. While industries are quiet, lumbering, mining and agriculture are very active. There have been practically no commercial failures in this territory.

Sherbrooke has just had its first automobile show, which was a great success. The Sherbrooke Auto Club got 500 new members, the attendance at the show exceeded 7,000 and two-thirds of the entire exhibit was sold on the spot. The Sherbrooke papers took advantage of the occasion to interest local merchants in Dollar Days and fare refunding sales. These resulted in a big boost for trade as well as the show and incidentally made February a big advertising month for the papers.

Mr. Walter P. Newman, secretary of the British Smelting and Refining Company, Drummond Building, Montreal, has just returned from a three months' trip to England in the interests of his company. He reports their London organization is going strong and brings a refreshingly optimistic viewpoint of conditions in the Old Country. Mr. Newman reports that to the best of his belief things are on the turn for the better there, even though this may not yet be apparent to superficial observation. He found British business men more optimistic than a long time past, and he expects to see that condition of mind reflected here in actual business conditions before very long.

An event of considerable interest in publishing circles took place at the New Clarendon Hotel in Ste. Anne de Bellevue, Que., on the evening of March 4th, when the directors and editors of the Garden City Press, of which Mr. J. J. Harpell is president and managing director, gave a dinner of welcome to the owners and editors of the *United Farmers' Guide*, which is now being published by the Garden City Press. The gathering numbered about 170 and included officials of the entertaining company, many of the members of the staff of the *United Farmers' Guide* and a number of guests representing commercial and educational interests in both Ontario and Quebec. An excellent dinner was served at the hotel, following which Hon. W. S. Fielding, ex-Finance Minister of Canada, presided over a well-arranged toast list in the course of which the staff of the *Guide* was given a hearty welcome to the plant and to Ste. Anne. Col. G. G. Archibald, editor of the paper, replied and other speeches were given by George F. Chipman, managing editor; Hon. T. A. Crerar, a director of the company, and leader of the agrarian movement at Ottawa; C. Rice-Jones, director; F. W. Stewart, chairman of the Montreal branch of the Canadian Manufacturers' Association, and J. J. Harpell, head of the Garden City Press. Well managed throughout, the affair proved an auspicious introduction of the *United Farmers' Guide* to the expanding activities of the Garden City Press.

Maritime

Don MacKinnon has just installed a new monotype in his job printing office.

H. F. S. Paisley, editor of the Sydney *Record*, is secretary of the newly organized Rotary Club.

A. O. Robb has left the MacAdam Printing Company for the job department of the Sydney *Post*.

It is understood in Halifax that the Boy Scout Association are about to issue a monthly publication.

"Jimmie" Hewitt, representing Miller and Richard, is on his annual trip to the Maritime Provinces.

The *Independent*, of Dartmouth, has temporarily discontinued publication pending the formation of a company.

Chas. Shaw, representing the Canadian Linotypes, has been successful in placing several machines throughout Nova Scotia.

The present cross-country hike in which Berkman, the Behans, and Mr. and Mrs. Dill, are attracting considerable attention throughout the country, is being fathered by the Halifax *Herald* and *Evening Mail*.

J. M. Lewis has resigned the foremanship of the Woodstock *Sentinel*.

Earl MacDonald, formerly of the *Advocate*, Newcastle, is taking a N.C.O. infantry course in St. John.

Dr. MacMechan, Professor at Dalhousie University, Halifax, attended the authors' meeting held recently at Montreal.

All the Sydney printers are steadily employed, so steadily in fact that a substitute is almost unknown in the city printing offices.

Geo. McLeod, city reporter on the Halifax *Herald*, has resigned his position to return to Dalhousie to resume his law course.

The Dalhousie *Gazette*, the official organ of Dalhousie University of Halifax, is now being issued weekly, instead of monthly.

Dr. Blackadar, editor of the *Acadian Recorder*, Halifax, is at present confined to the Victoria General Hospital owing to ill-health.

Edgar E. Kelly, of the reportorial staff of the Halifax *Herald*, is at Ottawa, covering the proceedings of the Federal House for his paper.

The *Commercial News* is the name of the official organ of the Halifax Board of Trade, which made its initial appearance in Halifax the first week in March.

G. Fred Pearson, of the Chronicle Publishing Company, Halifax, has been elected honorary president of the Nova Scotia Good Roads Association.

John Mitchell, well known reporter in Halifax through his connection with the *Morning Chroniele*, left recently for an extended trip to the West Indies.

J. W. Kell, of the *Casket* staff, Antigonish, N.S., was operated on recently for appendicitis, but was back at the case as soon as he could hold up one end of a stick.

Cecil Boyd, editor and proprietor of the breezy Canso, N.S., *Breeze* was elected to a seat in the Canso town council by acclamation in the recent civic elections.

Mr. J. L. Stewart, veteran editor of the Chatham *World*, who has been in poor health for some time past, left on the 4th for a trip to Bermuda and the West Indies.

Harry Brown, formerly of Jordan and Brown, publishers of the Chatham *Gazette*, but lately of Montreal, has joined the Bathurst *Northern Light* as foreman.

The Sydney *Record* recently installed a new battery of five No. 8 linotypes. They are of the individual motor, electric heater type, and are giving good satisfaction.

C. W. Lewis, mechanical superintendent of the Sydney *Record*, has not had a regular vacation since 1893. Charley says he plans to take the accumulated loaf all at once.

C. J. Coleman, the Sydney *Record's* veteran ad setter, is believed to be the oldest printer in point of active service in Cape Breton, having been at the case for over fifty years.

For volume of business the past year was a record-breaker for the *Casket*, Antigonish, N.S., but due to greatly increased operating expenses the profits for 1920 were slightly less than during the preceding year.

By a recent reorganization of the staff of the Sydney *Post*, H. P. Duchemin, editorial writer, becomes managing director; N. M. Browne, managing editor; and A. H. Harrison, mechanical superintendent.

The weekly North Sydney *Herald* recently branched out as a daily under the management of J. S. McDonald, former editor of the Glace Bay *Gazette*. The *Herald* claims to be the oldest paper in Cape Breton.

H. B. Jefferson, news editor of the Sydney *Record*, who for the past two years has handled the Cape Breton news service of the Dennis papers, on March first took over a twenty-four hour service for the Canadian Press.

D. J. Rudolf, proprietor of the Lunenburg *News*, is offering for sale the News Company printing plant, which he has been financing for a number of years. Advertisements to this effect have been appearing in the Halifax papers.

E. L. Coleman, manager of the Sydney *Record*, who has just been elected secretary of the Lingan Country Club, was one of the leading spirits in the agitation for a new $10,000 golf club house, construction of which is now under way.

Miss May Christie, accountant of the Sydney *Record*, recently visited her brother, Captain Earl Christie, M.C., who is in a Toronto hospital, slowly recovering from severe wounds received while serving with the 13th Royal Highlanders.

Due to trouble in getting mat supplies to keep their font of English-made face in serviceable shape the *Casket*, Antigonish, N.S., recently installed a font of 8 pt. Century expanded, and now turn out a much more presentable and easily read paper.

The North Shore Press Association met in Newcastle on the 3rd of Feb. All newspapers were represented and matters in general were discussed. This association has officially adopted the Franklin Price List as well as the $2.00 rate for subscription.

The *University Quarterly*, formerly the *University Monthly*, published by the McGill University of Montreal and edited by Sir Andrew MacPhail, has been recently taken over by Dalhousie University of Halifax, and will be issued under their auspices.

The building on Granville St., years ago occupied by the Halifax *Herald* and *Evening Mail*, and more recently used by the Commercial Printing Co., has been torn down. Mahon Bros., dry goods merchants, are erecting an extension to their premises on this site.

A little weekly paper called the *Comic Weekly* was recently published in St. John by Thomas D. Carew and James J. Galway, under the firm name of Comic Weekly Company. The firm has now dissolved partnership and the *Comic Weekly* paper has been acquired by John L. Galway.

Frank H. Beattie, who is running the North Sydney office of the Sydney *Record*, used to be a school teacher before he broke into the newspaper game. He was editor of the Glace Bay *Gazette* when that paper was owned by Fred Pearson, of Halifax, and subsequently spent four years overseas with the C.E.F.

The Typographical Union of Halifax, at their last regular meeting in the Board of Trade Rooms, appointed the following committee to look after their interests regarding the 44-hour week which is being sought by all printers throughout the country: Frank Murray, *Mail* office; Ed. O'Callahan, *Herald* office; Edward E. Pride, the *Citizen* office.

Illustrating the force of habit, it is said that William Connolly, affectionately known to the trade as "Old Bill," who some time ago left the one-type-at-a-time monotype plant of the Sydney *Post* to become foreman of the lino slug set Glace Bay *Gazette*, still reaches automatically for the basin of water and the little brush every time he starts to make up.

W. H. Dennis, proprietor of the Halifax *Herald* and *Evening Mail*, recently called together, at a luncheon given by him, representatives of the motor trades in Halifax and members of the G.W.V.A. The outcome of this get-together, prompted by Mr. Dennis, will be the inauguration of the first Maritime Motor Show, which will be held in Halifax some time in April.

Colonel G. Grassie Archibald, former editor of the Truro *Sun* and now managing editor of the Maritime edition of the *United Farmers' Guide* published at Moncton, attended a Grain Growers Editorial Dinner at the Garden City Press, Gardenvale, P.Q. The Garden City Press is the company of which Hon. W. S. Fielding, ex-Finance Minister, and years ago editor of the Halifax *Morning Chroniele*, is now the president.

The newspaper fraternity will be pleased to learn that R. A. N. Jarvis, of Newcastle, one of the best known printers and newspapermen in the Maritime Provinces, is considering re-entering the craft again after an absence of two years. Just what newspaper Mr. Jarvis goes with is not known yet, but he has several tempting offers. Prior to his leaving the newspaper ranks two years ago, he was secretary of both the North Shore Press Association and the Maritime body as well as a director of C.N.W.A. At present "Bob" is U.S. Consular Agent at Newcastle.

A local feature which is believed to be the only one of its kind in this country is the special Gaelic page run every Saturday by the Sydney *Record* for the benefit of the Scottish population of the island of Cape Breton. In some of the more remote villages of the district Gaelic is the current language and indeed the only language spoken by some of the older people. The page has proven a great aid to circulation, as have other local features which are the strong point of this paper. Incidentally the *Record* believes it has the only Gaelic linotype operator in active service in the person of Francis MacDougall, a young Highlander from Grand Mira, who not only speaks the language but reads and writes it.

The News Publishing Co., Ltd., of Truro, N.S., in connection with their general printing business, publish the Truro *Daily News*, 8 to 12 pages, and Truro *Weekly News*, 16 to 24 pages. During the last two years the subscription price of the *Daily News* has been increased from $3.00 a year to $5.00 a year. The Truro *Weekly News* formerly sold at 60c a year paid in

Phone A. 5458 *Night Phone J. 2987*

PRE-WAR PRICES
ON
REBUILT MACHINERY

No. 460—39x55 New Series Cottrell Two-Revolution Press, four rollers, four distributors, interchangeable, sheet and fly delivery, first-class press.
No. 1670—No. 43 Optimus Two-Revolution Press, three form rollers.
No. 1671—Cox Duplex Newspaper Press, with extra chases.
No. 1672—33½x50 Two-Revolution Cottrell, four form rollers, box frame, front fly delivery.
No. 486—18x22 Caxton Platen Press.
No. 432—13x19 Colts Armory Press.
No. 1642—14x22 Colts Armory Press.
No. 1628—14x22 Universal Press.
No. 494—10x15 Westman & Baker Gordon.
No. 396—¾" New Jersey Stitcher.
No. 472—30" Stimpson Perforator.
No. 1638—Auto Press.
No. 490—Baby Auto Press.
No. 238—No. 1 Linotype, guaranteed good as new.
No. 440—24" Franklin Ft. Power Perforator.
No. 442—24" Rosback Ft. Power Perforator.
No. 452—36" Boston Card Cutter.
No. 434—19" Lever Paper Cutter.
No. 488—26" Golding Paper Cutter.
No. 298—2 H.P., A.C. Century Motor, 550 volts, 25 cycle, 3 phase, speed 1440.

STEPHENSON, BLAKE & CO.
C. H. CREIGHTON, Manager
130 West Wellington Street, TORONTO

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

TYPE—RULE
Leads, Slugs, Spaces and Quads

Made in Canada THE·DE CARLE·TYPE·MAKERS·WAREHAM·CO. *Best You Can Buy*

Proof of QUALITY
Read What Users Have to Say:

"I have before me some of your type (Caslon), also some foundry type. This type has just finished a run of 25,000 on very rough cartons. Your type has weathered the stormy run and came through in better shape than the foundry type." Such is the statement, in part, of an enthusiastic user of our products at London, Ont.

Another user of our products says in part: "Having used some of your type for a little over a year, we have found it satisfactory in every way, and would like to add a few fonts to the series we already have."

Our Type, Rule, Leads, Slugs, Spaces and Quads are **accurate** and **durable** (not Monotype) and are guaranteed to give lasting service. Let us know your requirements.

Quick Service!

The De Carle-Wareham Co.
74 Market Street
Toronto Ontario

advance. During the period of advancing prices the subscription of the *Weekly News* has been increased to $3.00 a year or when paid in advance $2.00 a year. The *Weekly News* makes a specialty of the news of Central Nova Scotia and carries in each issue from a page and one-half to two pages of short local and general paragraphs, and also from two pages to three pages of news matter sent in by country correspondents at central points in the paper's constituency. The *Weekly News* has a sworn circulation exceeding 6,000 copies every week, which goes to show that when subscribers are given the local country news they are willing to pay for it. The *News* people do not consider that foreign circulation is of any value to them excepting as it is profitable from a subscription standpoint, they therefore place a subscription price on their weekly paper of $4.00 a year outside of Canada or $2.50 a year if paid in advance.

Manitoba

Henry Oxby, formerly of the Moose Jaw *Evening Times*, but latterly on National Service work in England, has left for the West again, where he will engage in circulation work on *MacLean's Magazine* under Mr. Babcock.

The Treherne *Times* reports that since installing its Intertype a year ago, job printing has doubled and tripled. The *Times*, in a town of 700, does job printing amounting to $4,800 per year, and the paper has an advertising revenue of from $60 to $100 per week. It uses the flat rate for advertising and Bruce County price list for job printing.

The advertising staff of the Winnipeg *Free Press* recently lost a valued member in Mr. Silcock, who has left the newspaper field, in which he has been engaged for over ten years, to take up the duties of advertising manager with Robinson & Company, Limited. During the three years of his stay with the *Free Press* Mr. Silcock was in close contact with the well-known department store, and the change is a logical one, which has brought him many congratulations. Mr. Silcock was the recipient of a handsome club bag, presented to him as an expression of the high regard in which he has been held by the management and advertising staff of the *Free Press*.

It is announced that Dawson Richardson and W. Sanford Evans have completed arrangements for an amalgamation of interests. The Dawson Richardson Publications, Limited, are the owners of the Grain Trade Press job printing plant and the publishers of the *Daily Grain Trade News and Livestock Journal*, the *Weekly Market News and Financial Farmer*, the *Daily Grain Bulletin*, the *Western Gardener and Poultry Journal*, and other publications, and with these will now be incorporated the Statistical Service issued under the name of W. Sanford Evans & Co. The company will continue as the Dawson Richardson Publications, Limited, Mr. Evans becoming president, and Mr. Richardson vice-president and managing director.

R. J. Richardson of the Treherne, Man., *Times*, has just turned down $200 worth of Eaton advertising. He did this because he believes his merchants are playing fair with the *Times*, and it looks as though they are. R. J. Richardson sums up the case like this:—"While the *Times* does not receive advertising from more than 95 per cent. of the local business men a fair revenue is extracted from job printing, some $300 worth of which was not sent to the city during the first week in March, but was taken to the *Times* office instead; and some 800 subscribers keep more or less paid up. So it is quite probable that the publisher will have no great amount of difficulty in keeping the old ark afloat another year without the valued patronage of the Eaton Co."

Newfoundland

Dr. Robinson, of the St. John's, Nfld., *Daily News*, has returned from a three months' trip to England and Europe.

A libel action has been preferred against the *Daily Star* proprietors and editor by J. C. Puddister, business manager of the *Daily News*, St. John's.

J. H. Scammel, M.H.A., of the Union Publishing Co., St. John's, is visiting sections of the East Coast of Newfoundland, and Hon. W. F. Coaker, president of the Union Publishing Co., is on a trip to Europe.

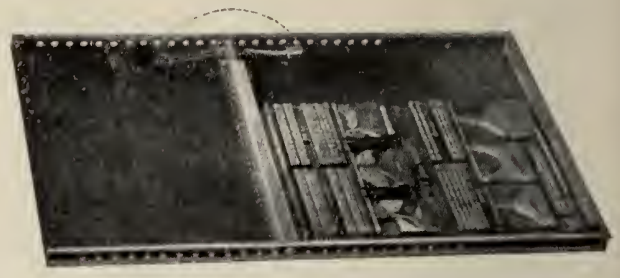
The drop in the price of various grades of paper in the Canadian market, together with the continual high exchange rate in the United States of America, will likely tend to divert a still greater portion of Newfoundland's trade for that article to the Canadian mills.

During the third week of February the newspapers of St. John's suspended publication due to the cutting off of electric power through storms. The *Daily Star* of that city was the first to publish after the tie-up and made its appearance on the 19th. The *Daily News* also came out the same evening but in small size.

Something New in Makeup Galleys

We show on this page a reproduction of something decidedly new in makeup galleys. The appliance is known as the Avery makeup galley, and is the invention of a practical printer of twenty-five years' experience. The inventor, Arthur D. Avery, has personally used the device in the printing plant of which he is superintendent, Young & McCallister, Inc., Los Angeles, California, and before offering it to the trade has satisfied himself that it is a practical tool, one that will be found useful in any plant.

The galleys for use with the device are no different from ordinary makeup galleys except that in the sides of each galley, beginning about four to eight inches from the enclosed end, depending on the size of the galley, are drilled a series of holes, one-half inch apart. Both sides are drilled so as to be identical. Graduating these holes by inches instead of picas will automatically increase the measure of a page just enough to allow for a squeeze in the final lockup. As will be seen from the illustration, a steel rod engages these holes. This rod is enclosed in a rectangular brass tube and extends across the face of the galley. The ends of this steel rod, which engage in the holes of the galley, are smaller in circumference than the rod itself and are so placed that when the rod is turned by means of the short handle it describes an eccentric. The motion is sufficient to move the device about a pica, which gives the compositor access to the form for correcting, altering or justifying.



THE AVERY MAKEUP GALLEY.

The Avery makeup galley offers several advantages, among which may be named the most important: (1) The squeeze is always the same, whereas, by hand, it is not always sufficient to secure a perfect compact job that will line up or lift on the stone; also the variety of opinions among different compositors as to allowances and measurements often differ, sometimes as much as a pica to the page. (2) It is possible to prove the job before tying it up, eliminating extra handling of the type page. (3) On a big catalogue job, with every page reaching the stoneman exact as to measurement, his work is materially reduced.

Using Trade and Farm Papers

Norris-Patterson Limited, Toronto, are now handling the advertising account of the Canadian Oil companies, Limited, Toronto, manufacturing EN-AR-CO motor oils and White Rose gasoline. Large copy is being sent to a selected list of farm paper and trade publications. The Diamond State Fibre Co. of Canada, Limited, are using large copy in trade papers to advertise their vulcanized fibre products for electrical railway and industrial purposes. Norris-Patterson Limited, Toronto, are handling the account.

Liquid Padding Composition

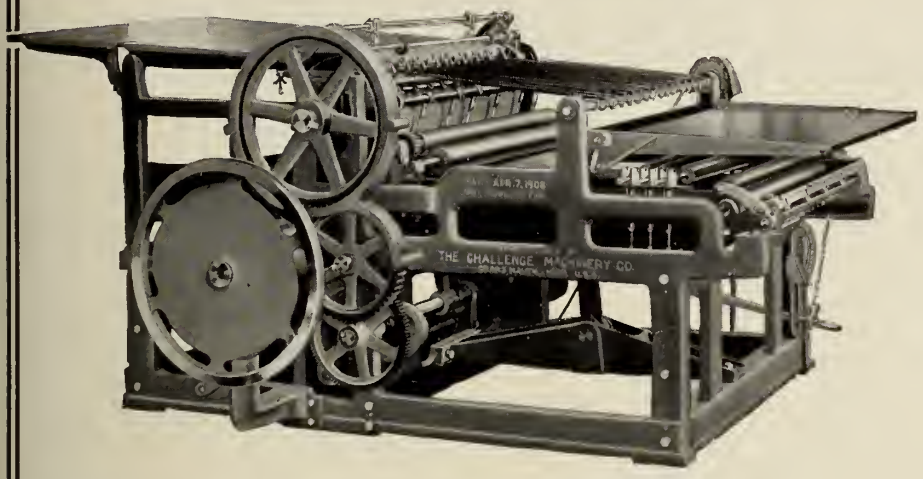
Take a quantity of fish glue and break it in small pieces, the finer the better. Put in a strong vessel and pour enough acetic acid over it to cover it nicely, and after it stands for several hours, stir it occasionally in order that it may dissolve perfectly, then add acid until it becomes of the proper consistency to suit. It is always ready, remains liquid, yet dries quickly. Can be colored to suit. Of course we use cheese cloth or any other thin material to cover. It can be made up quicker by putting the vessel in a dish of hot water. We find this the best and cheapest padding gum made.

W. A. FRY,
Chronicle, Dunville.

Low First Cost

LEE TWO-REVOLUTION PRESS

Low Up-Keep



High-Class, Two-Revolution
Two Roller, All-Around Printing Press

Canadian Printers are Buying It

For Sound and Sufficient Reasons

THE sure test of merit is a growing demand. The LEE Two-Revolution Press is meeting with widespread success among the printers of Canada. There's a sound and sufficient reason. The Canadian printer is asked to pay but half the price he has been in the habit of paying for a good pony press—and in the LEE he secures a high-class, two-revolution, two-roller, all-round machine.

The LEE is a modern machine, and its unyielding impression, perfect register, fine distribution, unfailing delivery, easy, quiet running, and superior product are only a few of its many distinctive features that will appeal to all up-to-date printers and publishers. From feed-board to delivery-table it makes good every claim.

The Lee Two-Revolution Press is in use in all parts of the civilized world, a substantial testimonial of real merit. The Canadian list of users is growing—names on request.

COMPLETE PRINTING PLANTS FURNISHED UP-TO-DATE

WESTMAN & BAKER LIMITED

Engineers — Manufacturers — Distributors

PRINTING MACHINERY AND EQUIPMENT

Established 1875 W. T. JOHNSTON, *President*

165 ADELAIDE STREET WEST, TORONTO, ONTARIO

For the COMPOSING ROOM

Barnhart Brothers & Spindler Superior Copper Mixed Type
Borders and Ornaments
Adcuts, Electrotyped Cuts
Quotation Quads
Electric-Welded Steel Chases
McGreal Sectional Chases
Side and Foot Sticks
Brass Rules
Brass News Sticks
Rouse and Eagle Job Sticks
Leads and Slugs, Metal, Brass and Steel
Labor-Saving Iron Furniture
Mammoth Iron Furniture
Steel Interlocking Furniture
Notched Ends
Metal Furniture, Metal Rules
Imposing Stones
Cabinets, Cases, Stands
Wood Furniture and Reglets
Perfection Furnaces
Superior Point-System Saw-Trimmers
Challenge and W. & B. Proof Presses
Brower Composing Room Cylinder
American Lead-Rule Cutters
Rouse Lino Slug Cutters
Superior Hempel Quoins, Keys
Mallets and Planers
Form Trucks
Tweezers and Bodkins
Composing, Make-up Rules
Steel Perforating, Cutting and Creasing Rule
Plate Mounting Equipment
Sectional Blocks and Hooks
Iron Electrotype Blocks
Iron Stereotype Blocks
Post Card Blocks
Newspaper Bases
Stereotype Bases
All Brass Galleys
Pressed Steel Galleys
Rigid Rim Galleys
Mailing Galleys
Galley Cabinets
Galley Storage Systems
Hamilton Steel Printers' Furniture and Equipment

For the PRESSROOM

Lee Two-Revolution Press
New Series Stonemetz Press in two sizes
Miehle and Optimus Presses
Rebuilt Machinery Guaranteed
Improved W. & B. Gordons
Ideal Vibrator for Gordons
Brown "Split Grippers" for Gordon Presses
Expansion Roller Trucks for Job Presses
Kazoo Variable Speed Motors for Job Presses
Job Press Brakes
Automatic Feeders
Premier Line-Up and Register Table
Rouse Roller Fans for Miehle Presses
Rouse Paper Lifts
Press Seats
Hoerner Shute-Board and Type-High Machines
Utility Heaters for Cylinders
"Noffset" Prevents Offset
Ballou's Gold Ink
High Grade Printing Inks
Pressmen's Quoin Keys
Horton Variable Speed Pulleys for Lee Press and Gordon Presses
Embossing Machines
Paper Joggers and Roller Racks for Printing Presses
Cylinder Press Locks
Megill Gauge Pins and Gauge Register Gauges

For the BINDERY

Diamond Power Cutters
Advance Lever Paper Cutters
W. & B. Paper Cutters
Paper Cutter Knives
Knife Grinders
Ruling Machines
Rosback Punching Machines
Rosback Wire Stitchers
Perforating Machines
Rosback Round Cor. Cutters
Tab and Indexing Machines
Numbering Machines
Stapling Machines
W. & B. Job Backers
W. & B. Standing Presses
Board Shears
Folding Machines
Tableting Presses
Bookbinders' Lettering Pallets
Padding Gum, Stitching Wire

For all DEPARTMENTS

Counting Machines
Electric Motors
Baling Presses and Wire
Mercantile Addressing Machines

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

SITUATIONS VACANT

SITUATIONS VACANT—LINOTYPE OPERator—We have opening early in May for reliable and competent operator, with country office experience, on news and job composition. One-machine plant, Model 15, with electric pot. State speed and wages required. Leader-Mail, Granby, Que.

PRINTER WANTED—GOOD ALL-ROUND job printer; steady position; state wages. Apply, mentioning "Printer and Publisher," to the Daily News, Chatham, Ont. (plp)

WANTED—CYLINDER PRESSMAN — ONE used to Miehle press. Apply, mentioning "Printer and Publisher," to the Jackson Press, Kingston, Ont. (pmp)

PRESSMAN — PLATENS, WITH MILLER feeders; wages; experience. Apply, mentioning "Printer and Publisher," to the Review, Niagara Falls. (prp)

PRESSMAN — FOR MIEHLES AND Platens; must be first-class on color work. Apply, mentioning "Printer and Publisher," to the Sutherland Press, Ltd., St. Thomas, Ont. (psp)

LINOTYPE OPERATOR WANTED — AT once; must be first class. Apply, mentioning "Printer and Publisher," to the St. Catharines Standard. (prp)

LINOTYPE-MACHINIST OPERATOR wanted; nice shop and good working conditions; state experience and wages wanted. Apply, mentioning "Printer and Publisher," to the Herald, Stratford, Ont. (psp)

LINOTYPE OPERATOR WANTED FOR weekly newspaper; up-to-date office; number five and fourteen machine; man with training as compositor preferred; apply immediately, stating full experience and qualifications and wages wanted. Write, mentioning "Printer and Publisher," to the Enterprise, Yorkton, Sask. (pmp)

INTERTYPE OR LINOTYPE OPERATOR wanted at once, for night work; must be fast; good copy; must commence Monday or Tuesday night. Apply, mentioning "Printer and Publisher," to the Oakville News, Oakville, Ont. (prp)

WANTED — PRINTER, TO DO GENERAL work in a country office; steady work for a good man. Apply, stating experience and salary expected, mentioning "Printer and Publisher," to the Herald, Campbellford, Ont. (psp)

SITUATION WANTED

ADVERTISING MAN OF TWO YEARS' EXperience is open to discuss proposition with publisher or agency, who seeks earnest and energetic worker. Write Box 111220, Printer and Publisher. (pfp)

Position Wanted as

Business Manager or Advertising Manager

by a man 31 years of age, married, and A. B. College graduate, now employed on Middle West United States daily in medium-sized city. Is a practical printer, seven years publisher county seat weekly paper, daily paper managing and city editor, daily advertising manager, and has also handled many of the duties of the general manager. Now concentrating efforts as advertising executive. Capable of assuming general business charge of larger city daily or conducting advertising department on big daily. Is not out of a job, but wants a place where there is opportunity for advancement. Salary desired commensurate with responsibility. References willingly furnished. Address 15321, c/o Printer and Publisher. (plp)

OPPORTUNITIES

A STEPPING STONE TO GREATER things.—We can put you in touch with men who are now owners, superintendents and foremen of printing offices who made their start on the Monotype Keyboard. It means more than wages, it is an education and a chance for greater things. Free schools in Philadelphia, New York, Chicago and Toronto. Lanston Monotype Machine Co. (p3p)

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Box 102720, Printer and Publisher. (pfp)

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220, Printer and Publisher, 143 University Ave., Toronto. (pufp)

AGENTS WANTED

WANTED — AGENT WHO IS FAMILIAR with the printing trade to handle on commission basis best gold ink on the market. Exclusive territory to right party. Address E. C. Ballou, 359 West Broadway, New York City. (p5p)

WANTED—SPECIALIST AGENTS TO REpresent the firm of Caplain Saint Andre Fils & Cie., 8 Rue Portefoin, Paris (3e), manufacturers of bronze powders and imitation gold leaves. Write, mentioning Printer and Publisher. (psp)

BRIGHT REPRESENTATIVE WANTED IN every town and city; need not devote entire time, but must be capable of dealing with best business people; good side line for printing salesman, insurance or real estate man. Write, mentioning "Printer and Publisher," to Mr. Cutler, 61 West Richmond St., Toronto. (pmp)

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto. (ptfp)

MACHINERY

REPAIRED *and* REBUILT

NOW is the time to have your equipment overhauled. Our staff of machinery experts are ready to go into your bindery, pressroom or composing room, to put your machinery into first-class running order. Work Guaranteed! Service Prompt!

Complete Printing Plants Furnished

WESTMAN & BAKER LIMITED

Engineers : Manufacturers : Distributors

165 Adelaide Street West - TORONTO

WANTED

WANTED — TO PURCHASE, WEEKLY newspaper in one of larger towns in Ontario. Must be good proposition. Cash deal. Box 2321, Printer and Publisher. (p3p)

FOR SALE

FOR SALE—COLTS ARMORY PRESS—IN good order. Bed 14 x 22 in., double fly wheel, double gear, with heating chamber for embossing attached. Extra heavy press. The lowest or any tender not necessarily accepted. Terms cash, f.o.b. Victoria. Address King's Printer, Victoria, B.C.

FOR SALE — COTTRELL AND BABCOCK drum cylinder, rack and table distribution, used for weekly paper, or will trade for a small drum cylinder. Also one 10 H.P. Westinghouse D.C. Motor. Also a Dewey Ruling Machine, almost new with motor; also three gasoline heaters for linotype. Also 50 pounds M. & R. 12-point Scotch Roman, used once. Sault Star, Sault Ste. Marie, Ont. (p3p)

FOR SALE—WEISEL FLAT SHAVING Machine, 18" x 23", with 2 H.P. A.C. motor, all in good condition. Write British Whig, Kingston, Ont. (p3p)

AUTOMATIC FEEDERS 10% TO 25% faster than hand feeding. The McCain attached to Dexter, Brown, Anderson, Hall or any other high-speed folder gives the printer maximum production. Write for particulars, mentioning "Printer and Publisher," to McCain Bros. Mfg. Co., 29 South Clinton St., Chicago. (pmp)

FOR SALE—COX DUPLEX PRESS, FOUR, six or eight-page with folder, with duplicates of important parts. One number five linotype, two moulds, two magazines, two sets matrices. Splendid conditon, very complete. One foot power paging machine, 5 wheel—one set large numbers. For particulars apply to Review Printing Co., Peterboro, Ont.

FOR SALE—AT A VERY REASONABLE price, a well-equipped printing business, including power presses, type and material for newspaper and job printing, considerable of which is new. Business premises and tenement included. Located in a progressive industrial Nova Scotia town. A splendid opportunity; practically no opposition. Apply to Box 17321, Printer and Publisher. (p3p)

EQUIPMENT WANTED

WANTED — GORDEN PLATEN PRESS, press, 8 x 12 or 15 x 10. Good condition. State lowest price. Box 12321, Printer and Publisher. (p3p)

WANTED—ROCKER PROOF PRESS AND foot punch in good condition. Apply Sault Star, Sault Ste. Marie, Ont. (p3p)

WANTED—A 16 OR 20-PAGE STEREOtype press and full modern stereotype equipment. Please send full particulars to Box 21321, Printer and Publisher. (p3p)

YOUR DEPARTMENT OF SERVICE

Printer & Publisher

Classified Advertisement Section

143 University Ave., Toronto

Phone: Adelaide 5740

For Sale

The Following Equipment is Offered for Quick Sale:

1 HOE PRESS

7-Column

Equipped with Motor and Stereotype Plant

1 BRONZING MACHINE

with 3 h.p. Motor

1 PEARL GORDON

1 SET OF PATENT BLOCKS

The above machinery is in A-1 condition. Address all enquiries to the

Industrial & Educational Pub. Co.
263 Adelaide Street West
TORONTO, ONT. Phone Adel. 917

GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works:
1535 So. Paulina St., Chicago

New York Office:
220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

REBUILT MACHINERY

1—½″ Perfection Power.
1—½″ Rosback Power.
1—10 x 15 W. & B. Power complete with all fixtures.
1—8 x 12 W. & B. Power complete with all fixtures.
1—7 x 11 Prouty Press, power, complete.
1—13 x 19 Colt Armory Press complete.
1—36″ Hickok Ruling Machine, complete power fixtures.
1—Cottrell 2-Revolution Front Delivery Press, 33 x 50; table distribution; geared distributors, complete.
1—2-Revolution No. 43 Optimus; bed 28 x 41.3; four roller, trip, printed side up delivery. Table distribution. Late model.
1—Whitlock Drum Cyl. Press, air buffers; completely rebuilt; bed 22 x 28½.
1—36″ Power Paper Cutter.
1—32″ Diamond Power Cutter.
1—Burton Foot Power Paging Machine, 6 Number head.
1—Rosback 30″ Power Perforator, Hyphen cut.
1—28″ Progress Power Perforator with adj. feed gauge and rear incline table.

New Cylinder Presses, Platen Presses, Paper Cutters, Ruling Machines, Perforators, Stitchers, and Plant Installations Complete.

MACHINE BUILDERS LIMITED

738 St. Paul Street West, Montreal

Minimum Spoilage!
Maximum Production!
Continuous Loading!

You not only get cost-cutting speed; spoilage, too, is almost nil with the McCAIN. You can hook it up with your Cleveland, Brown, Dexter, Hall or Anderson high-speed machines.

THE

McCAIN

AUTOMATIC FEEDER

Steady and Reliable

If your folder feeders always showed up on Monday morning; if they were never late, never got tired, never became careless, never grumbled about working overtime, you would increase the output of your plant, have less trouble, make more money—that is why you will be interested in the McCain Continuous Automatic Folder Feeder. *May we send you the complete story of this production booster and cost reducer?*

McCAIN BROS. MFG. CO. 29 South Clinton St. CHICAGO

Sold in Canada by J. L. MORRISON CO., TORONTO GEO. M. STEWART, MONTREAL H. J. LOGAN, TORONTO

The Master Unit

Write for Printed Matter.

Avoid the Evils of Push Button Control

The positive, flexible system of controlling a printing press, which gives all the advantages and avoids the disadvantages of "push button control," is called the

MASTER UNIT CONTROL

It provides sufficient additional current for starting or "inching" the press, for any speed at which the press happens to be adjusted.

It has a safety electric trip, operated by any of the automatic devices on the press or by any number of emergency stop buttons—which stops the press. If the press is equipped with the Kimble single-phase motor, it stops in a few seconds—due to the dynamic, self-braking action of the motor.

Additional Advantages

The Master Unit Control has but one lever for starting, or inching the press—and several buttons for stopping it. This lever can be removed, locking the press from starting.

The Master Unit Control is more simple than the complicated push-button system—making repairs easy and rarely needed.

The details of this control are of vital interest to every printer who uses or contemplates using an automatic press.

For Sale—by all type founders and dealers in printers' supplies.

The Dial Speed Regulator

KIMBLE ELECTRIC CO.

N. Western Ave., CHICAGO, ILLINOIS

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LIMITED, 87 Queen Street East, Toronto, Canada, for all points east of Port Arthur and Fort William.

J. M. HUBER

Manufacturer of

DRY COLORS VARNISHES
CARBON BLACK

Lithographic and Typographic

PRINTING INKS

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B & G & Co.

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IN
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COLUMBIAN BRISTOL
White and Colored

	Per 100 Sheets
22½x28½— 90 lbs.	$2.25
" 100 lbs.	2.50
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White and Colored

22½x28½—100 lbs.	$3.25
" 120 lbs.	3.85
" 140 lbs.	4.45

DUNDEE BRISTOL
White

22½x28½—100 lbs.	$4.10
" 120 lbs.	4.95
" 140 lbs.	5.75
" 160 lbs.	6.55

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White

22½x28½—100 lbs.	$4.75
" 120 lbs.	5.75
" 140 lbs.	6.65

BURNSIDE BRISTOL
White

22½x28½—100 lbs.	$5.85
" 120 lbs.	7.00
" 140 lbs.	8.20
" 160 lbs.	9.35

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25½x30½—110 lbs.	$4.40	$4.50
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10% off in Quantities of 1,000 Sheets of One Grade.

Use STIC-TITE, the unexcelled Powder Paste

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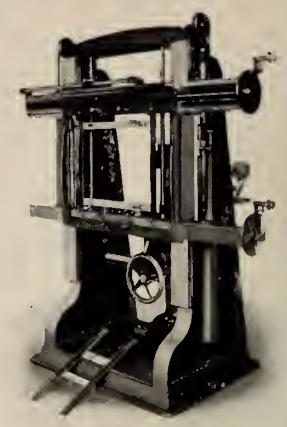

For manufacturers of design fabrics, including cloth, silks, oilcloth, wallpaper, etc.—and for lithographers.

Photo-Mechanical machines and processes for making designs for printing rollers and for placing same on rollers, and also for making up zinc plates for lithographic work.

The Lithotex Corporation solicits your order for one of its installations consisting of step and repeat machine, cameras, printing frame, machine for placing designs on printing rollers and processes; or for any part thereof that may be useful in your business.

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Where Machines Will be Made Upon Order

Machines and processes covered by the following Canadian patents:

Pat. No.	Date	Pat. No.	Date
131,305	Feb. 28, 1911	140,323	May 14, 1912
136,203	Oct. 17, 1911	140,760	May 28, 1912
137,277	Dec. 12, 1911	141,157	June 18, 1912
137,391	Dec. 19, 1911	143,172	Oct. 8, 1912
137,392	Dec. 19, 1911	146,285	Mar. 4, 1913
137,393	Dec. 19, 1911	149,258	July 15, 1913
139,317	Mar. 26, 1912	149,259	July 15, 1913

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THE UNIVERSAL MODEL C ENGRAVING MACHINE

is used in many of the leading Engraving shops of

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Australia
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It executes at a Fraction of Previous Cost—Beautiful Uniform Lettering Upon
STEEL PLATES COPPER PLATES STEEL DIES
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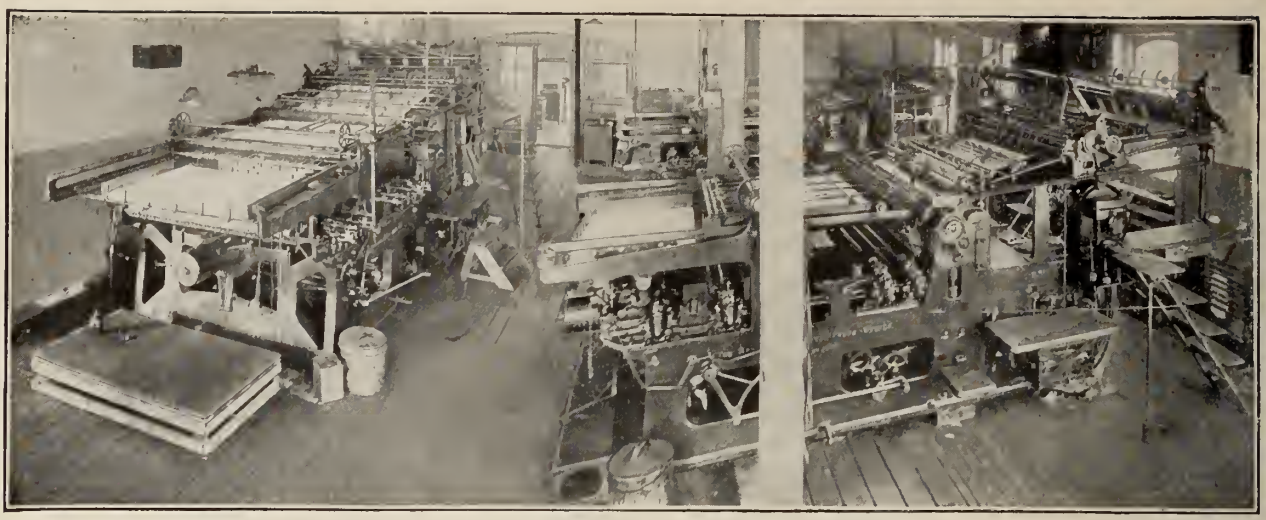

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"WE have not had a minute's trouble with the feeders since installing them over a year ago, and as I look back I wonder how we ever got along without them," says Orrin Terry of the Times Print Shop of Waterville, N. Y.

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The number of printers who are equipping all their presses with automatic feeders is growing. You should investigate the increasing demand for Cross Feeders. Write us for a list of users in your territory.

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Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire Stitching Machines

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HALF-TONE ENGRAVINGS

from the Coarsest to the Finest

Our Specialty:

Perfect Repro 3- and 4-Color Half-Tones

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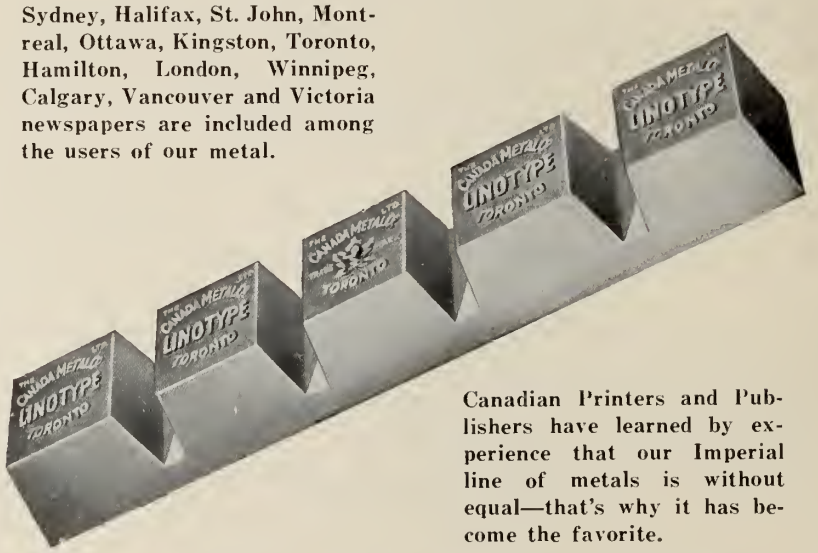
The Largest Newspapers in Canada's Largest Cities are Consistent Users of These Famous Type Metals

Sydney, Halifax, St. John, Montreal, Ottawa, Kingston, Toronto, Hamilton, London, Winnipeg, Calgary, Vancouver and Victoria newspapers are included among the users of our metal.



Canadian Printers and Publishers have learned by experience that our Imperial line of metals is without equal—that's why it has become the favorite.

THE CANADA METAL CO., LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

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Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

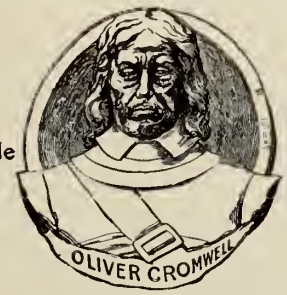
You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade 

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Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office : Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

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The Cromwell Paper Co.

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Good Times Just Ahead

PROSPERITY is within our reach in Canada.

All we need to have and to hold it is a sane, sure grasp on its simple elements.

They are Industry, Integrity, and Faith.

These are the cardinal virtues of human relations. They are the underpinnings of healthy, natural business life and the foundation of a wholesome social system.

They are the fountainhead from which Progress springs. A well-known business economist has called them the "Fundamentals of Prosperity."

Your purchases are an expression of Faith. They are evidence of your Industry. Make them confidently from business institutions of Integrity.

Buying is the backbone of prosperity. An active market means more employment, steadier earnings; benefits are passed around.

Wise spending gives stability to earning and for that reason is farsighted thrift and sound economy.

The call of to-day is for cheerful thinking, willing working and constructive action by you—everybody—NOW.

To-morrow's change for the better will come about through the combined efforts of each and every one of us.

By sheer force of numbers and co-operation, by the high power of heart and mind, we can put Business on a firm, stable basis.

We can do this because all of the material factors making for better business are right.

Let us link our faith with industry, our vision with courage, and forge ahead.

Let's make an uncommon effort toward a common end—Good Times.

A message from the Associated Advertising Clubs of the World.

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NOW is the season of hatching! Our Specialty is hatching DOLLARS for the publishers of Canada. We hatch these dollars out of delinquent subscribers and do our hatching as naturally as a hen brings forth her chicks. No harsh methods! Just an appeal to reason that always gets results and retains good will.

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Publishers' Protective Association

Goodyear Building, TORONTO, ONT.

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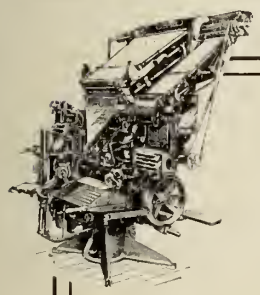

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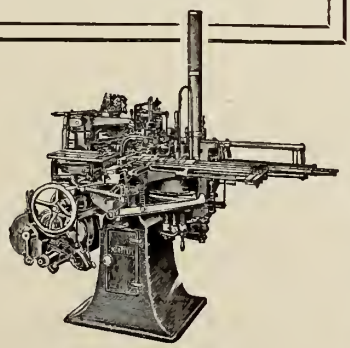
Linotype and Monotype composition for the trade handled with accuracy and speed.

Try our service and learn why we have grown, in less than three years, into the largest trade type-setting concern in Canada. Type delivered in page or galley form. No work too intricate. English translated into French.

Mono-Lino Typesetting Co.
Limited
160 Richmond St. W., Toronto

No Connection With Any Printing House



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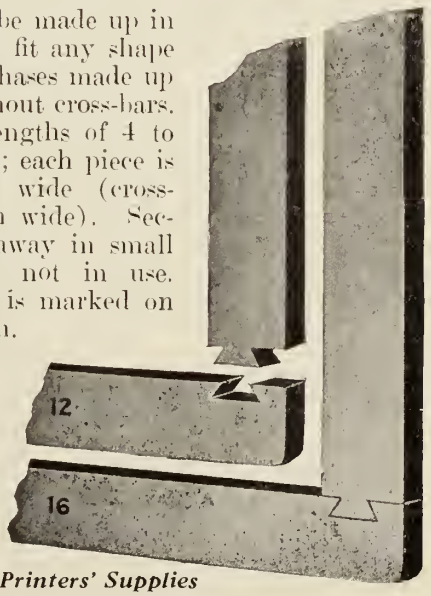
The Right Size Chase for Every Form

Chases can be made up in a minute to fit any shape of form. Chases made up with or without cross-bars. Come in lengths of 4 to 62¾ inches; each piece is 1½ inches wide (cross-bars ¾-inch wide). Sections store away in small space when not in use. The length is marked on every section.



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The Challenge Machinery Co., GRAND HAVEN, Michigan

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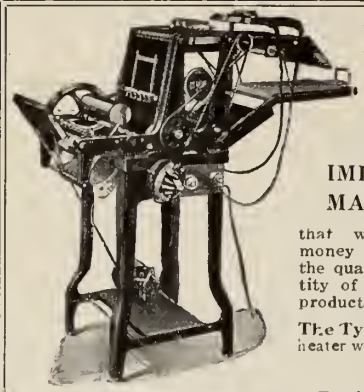
See our Exhibit at National Printing and Allied Trades Exposition, 12th Regt. Armory, New York City, April 25th to 30th.



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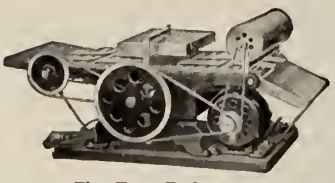
with
IMPROVED
MACHINES

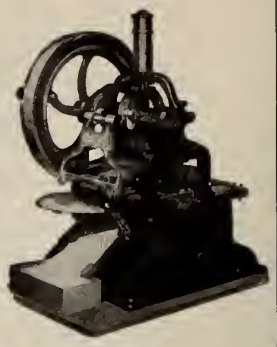
that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.



The Typo-Embosser is our Improved Process Embossing Machine. With double heater will take any size of stock up to 12 inches wide. *Write for our booklet No. 9 to-day.*

The Do-More Automatic Process Embosser

Territory open for live agencies.

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Patentees and Manufacturers
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Write for exclusive agencies.

The Automatic Card Printing Machine

"Hello! Shackell, Edwards Co.? Please repeat our last order for Kelly Press Inks—Giving splendid results."

Our

Kelly Press INKS

Are in Big Demand—a trial order will explain the reason.

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You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be an excellent description of THE PRINTING ART.

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Secrecy is secured by using a box number, which counts as five words.
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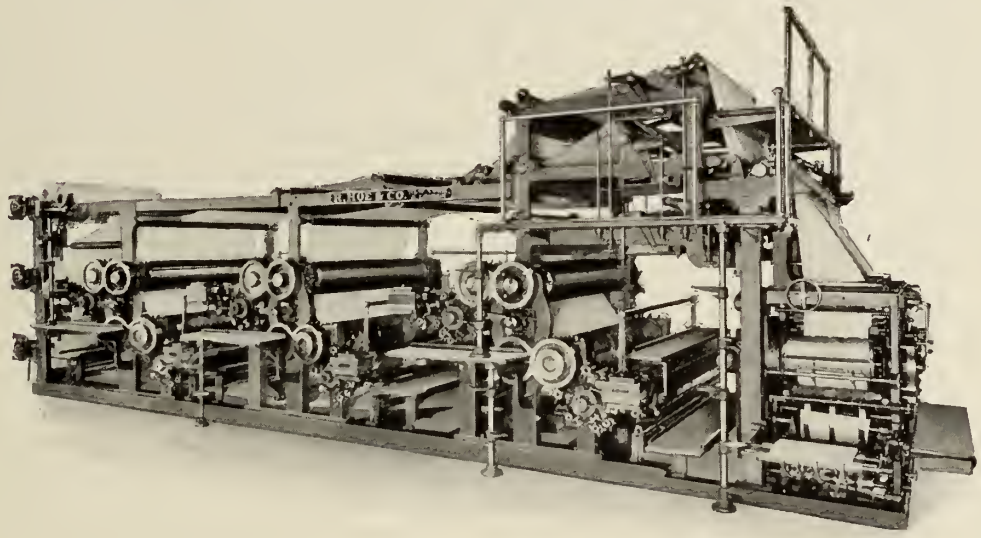
MEAN ECONOMY

Both of Operation and of Up-keep, which is the most important consideration in the purchase of Printing Machinery for any Newspaper Office.



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A new Low-Type Unit Press, built in various designs to meet the needs of purchasers.

Actual Running-Speed Capacity

80,000 papers per hour of 4 to 12 pages
40,000 papers per hour of 14 to 24 pages
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Our New Design SUPERSPEED Presses, embodying Patented Ink Pumps, Solid Steel Cylinders, Independently-Driven Printing Sections and other new features, constitute the ***Best Investment*** from the viewpoint of Speed, Net Output and Ease in Running as well as Economy of Operation.

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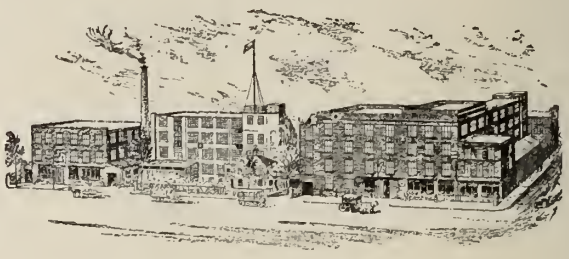

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Next time you have a label job prove to your own satisfaction and profit the truth of this statement. Over one hundred years of experience has taught us "how."

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GUMMED PAPER (Not the Curly Sort)
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RAGS—High-grade writing papers are made from pure white garment cuttings, drawn from the manufacturing plants of the world—these are sorted, classified and shipped to the mill in uniform qualities.

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Makers since 1882 of Superfine Linen Record and other High-Grade Papers.

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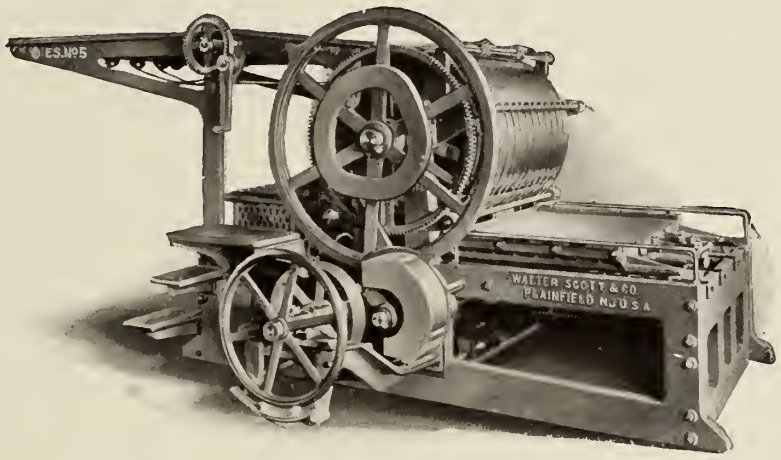
THE strongest press ever built for this work and now used by progressive carton manufacturers of the Dominion and the United States. It does all we claim for it, and there is room for it in every carton plant.



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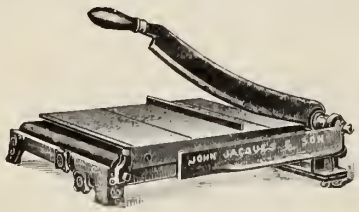

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ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

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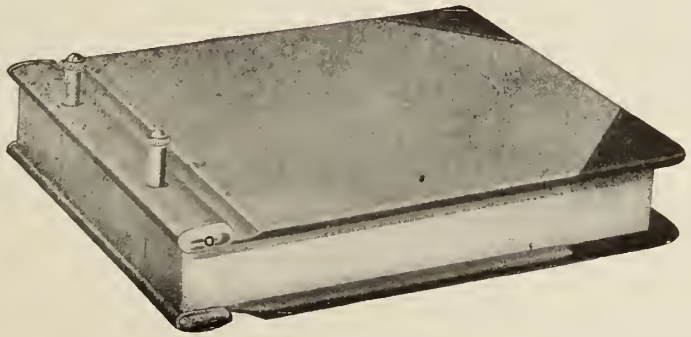
MADE IN CANADA



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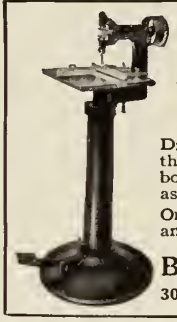

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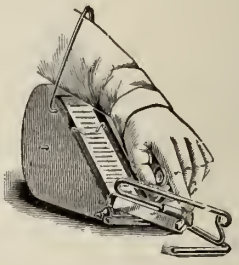

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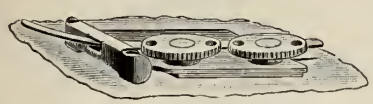

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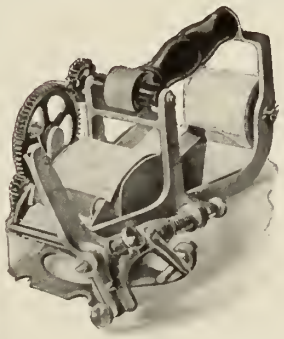

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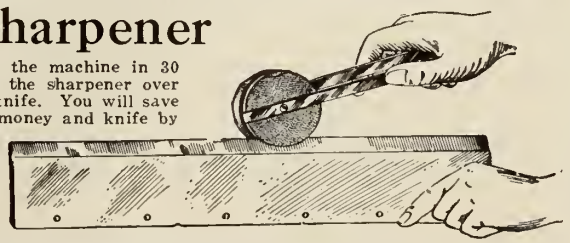

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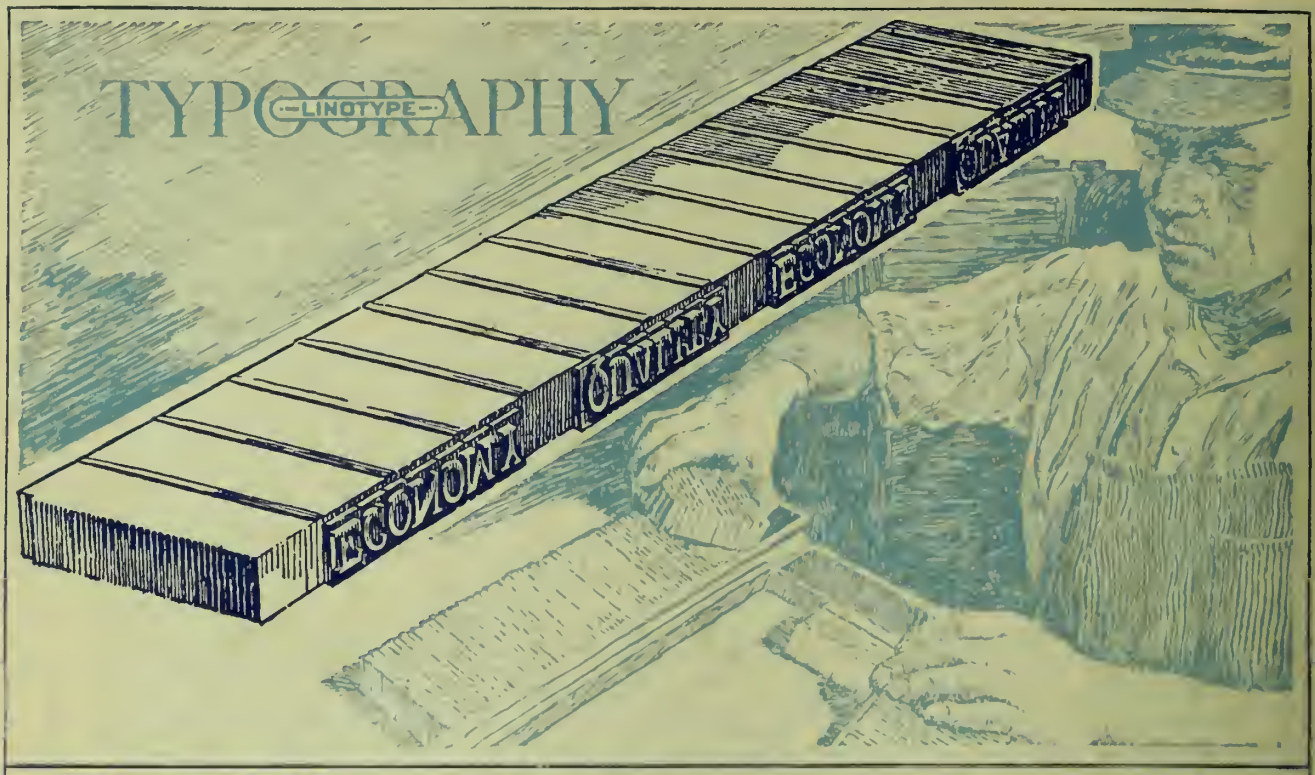

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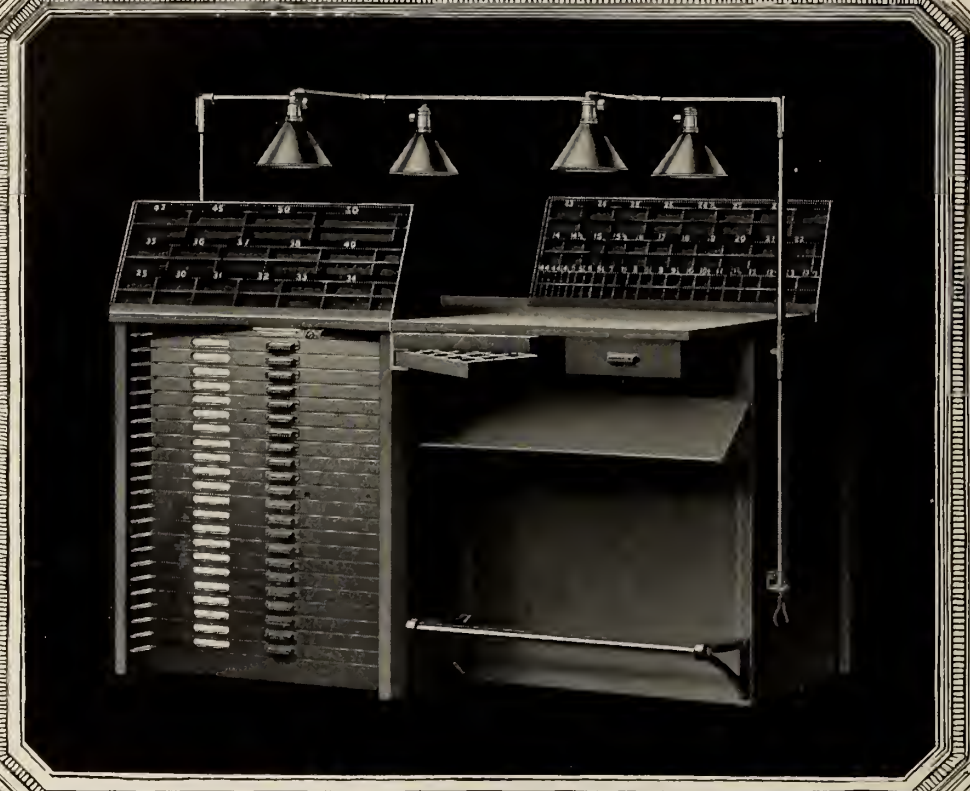

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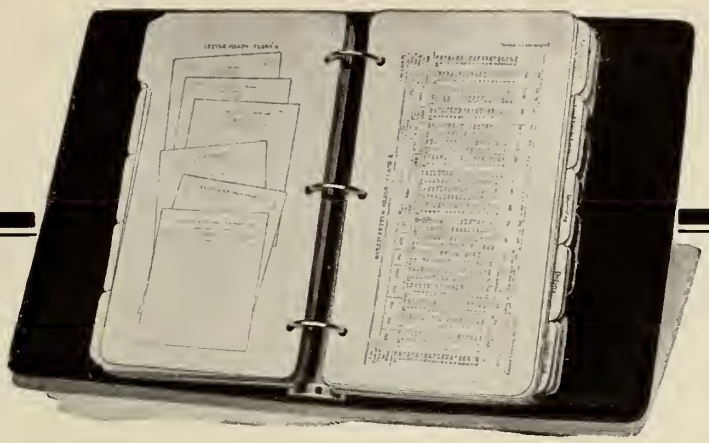

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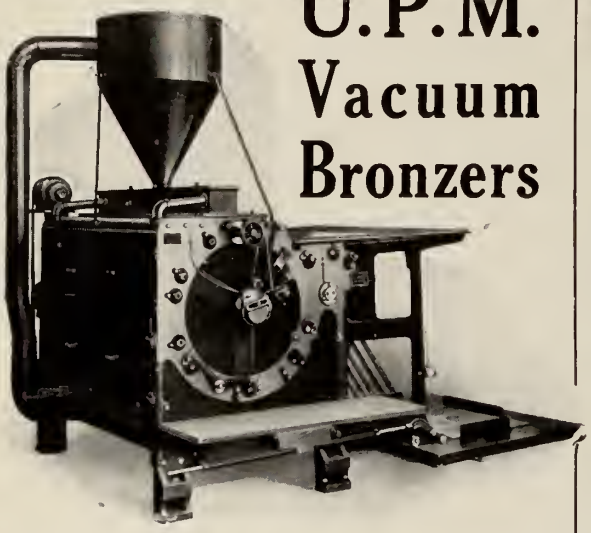
that use a total of **105**

U.P.M. Vacuum Bronzers



CANADA

B.C. Printing & Lithograph Co., Vancouver, B.C.	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man	1

UNITED STATES

U.S. Printing & Lithograph Co.	24
Robert Gair Co.	9
Forbes Litho Mfg. Co.	7
Stecher Lithograph Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho Co.	4
Ketterlinus Litho Mfg. Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

RE-ORDERS TELL

This Happened★

Two more presses were needed.

Conferences ended with these words by the manager:

"Before we buy more presses, we'll try out the Chapman Electric Neutralizer!"

The test was made on three presses.

Right away the entire plant of seventeen large presses was equipped.

Result for the year:

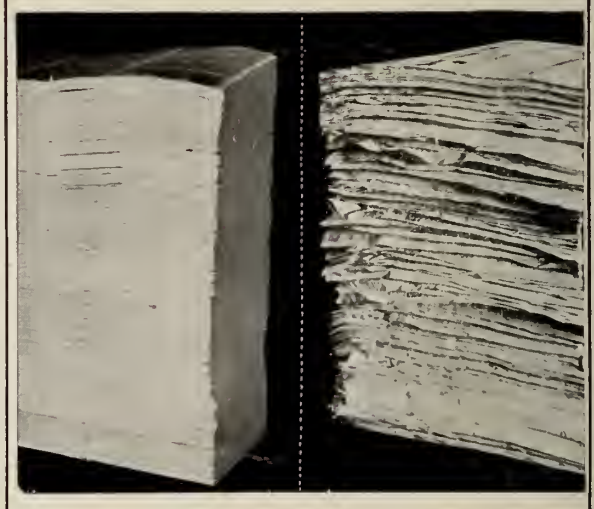
Seventeen presses with Neutralizers equalled the production of ***nineteen presses*** hampered by static electricity.

Figure the savings.

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this ↘ instead of like this ↘



★ We'll tell names to those who ask

UNITED PRINTING MACHINERY COMPANY

38 PARK ROW NEW YORK | 604 FISHER BUILDING CHICAGO | 83 BROAD STREET BOSTON

In ensuering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

If You, Mr. Printer

Study the methods of any successful manufacturer you will observe that he has applied these basic principles to the management of his business:

Elimination of Waste
Standardization
Quantity Production

And these principles are quite as applicable to the manufacture of printed work as they are to the making of any other product.

The Babcock *Universal Equipment* "OPTIMUS" has solved many production problems. Its time and labor economies have won the recommendation of both the employer and competent pressman.

Their endorsement of the "OPTIMUS" is substantiated by our greatly increased sales and indicates the important part our product is taking in the readjustment of costs in the printing industry.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory, New London, Connecticut

New York Office, 38 Park Row

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents, London, England. GORDON & GOTCH, General Agents for Australia
THE AMERICAN TRADING COMPANY, 25 Broad Street, New York City, Agents for China
NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HENSEN & SKOTVEDT, General Agents for Norway. KARL M. GRONBERG, Agent for Sweden. F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"

Manton Quality & Service

Those Summer Rollers!

Have you ordered your supply yet? Don't wait until the last minute, for "Rush Orders" never do justice to our customary careful service. On the other hand, why not take stock of your requirements at once and send your order in now? Then you will be free from last minute press worries.

"Manton" Rollers are big factors in profitable press-work. They are "reliable" in every instance.

Printing Inks

Manton Bros. Made-in-Canada Inks are equal to any imported brands. Printing and Lithographing Inks for every purpose.

Printing Presses

The Premier Two-Revolution Press
The Whitlock Pony Cylinder
The Potter Rotary Off-Set Press
The Potter Lithograph Press
The Potter Rotary Tin Press

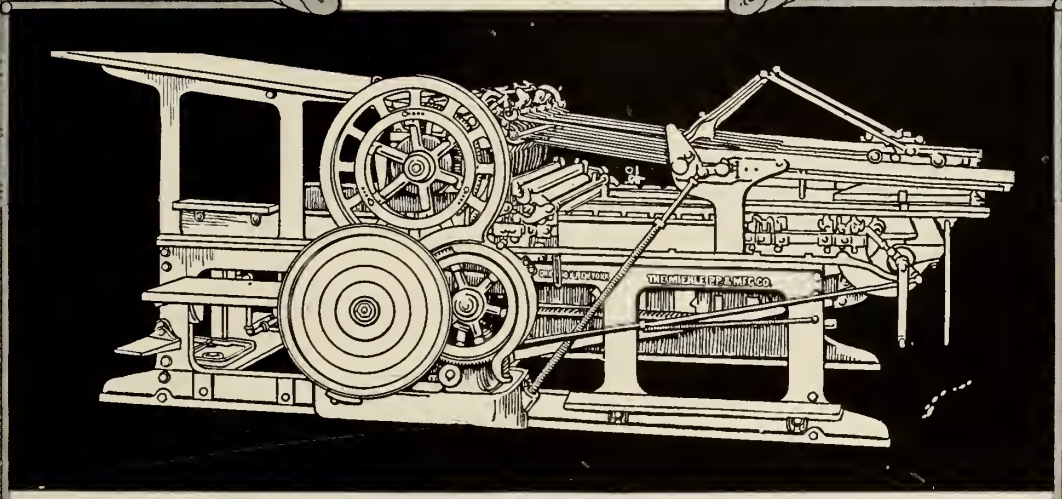
Steel Chases

Equal to any imported makes are our Made-in-Canada Steel Chases. Strong and Reliable. Built in all sizes. Every order receives prompt attention.

MANTON BROS.

TORONTO WINNIPEG

The Miehle



CONFIDENCE

WE "hope" for a favorable issue when we are in doubt of the result. We are "confident" of it when we have ample reason to expect the result to be favorable.

There is no element of hoping for good results when a Miehle is purchased. Hope is not necessary. The Miehle purchaser is confident that his choice is wise because the reasons governing it are ample.

He has before his eyes the experience of the users of many thousands of Miehle presses, every press realizing every expectation which led to its purchase. He sees hundreds of printers whose material success was coincident with their use of Miehles.

It is more than confidence; it is certainty.

MIEHLE PRINTING PRESS & MFG. CO.

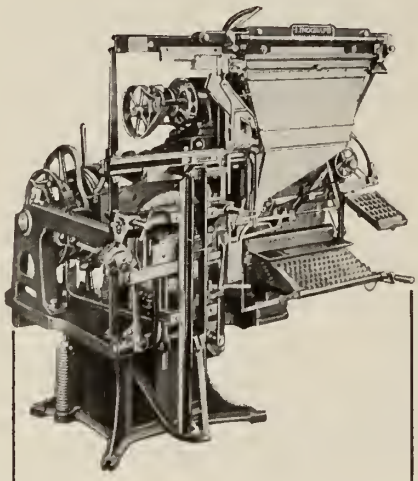
Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
PHILADELPHIA, PA., Stephen Girard Bldg.
BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg.
DALLAS, TEX., 611 Deere Bldg.
SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Buy the Right Machine!



THE LINOGRAPH WAY IS THE EASIEST WAY

Important Points to Consider

YOU WANT perfect slugs, perfect printing surface, perfect alignment of characters.

YOU WANT the least possible mechanical troubles.

YOU WANT the least possible repair bills.

YOU WANT a slug-casting machine that produces slugs with low quad lines so that you need not worry about smutting while you print.

YOU WANT the machine that will do these things and many more with the least possible loss of time and the greatest possible efficiency.

You Want a LINOGRAPH

Write to-day for more particulars.

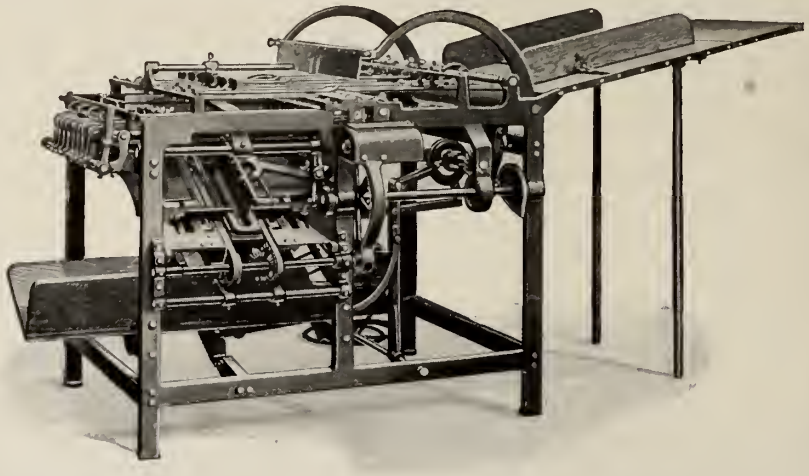
THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S.A.

THE LIBERTY FOLDER

A Machine That Meets Modern Conditions

Made in Two Sizes and Four Different Styles.



Sizes
Model No. 90
5½ x 6 to 16 x 22
Three folds.

Models Nos. 87 88 and 89
6 x 6 to 22 x 32
Three folds.

Right Angle or Parallel.

Prices
$490 to $990

Motor is regular equipment.

The most simple folder built. Three years without a single rejection proves our theory that only through simplicity can the future machinery be made fool-proof.

The Liberty has all the good features of former Models together with the following exclusive modern refinements: Removable Tape, Oilless Bearings, Automatic Deliveries, that can not clog, Gripper Adjustment made from outside the frame by single hand wheel, change from two to three folds while in operation, etc., etc.

One-half the parts — One-half the price — One-half the trouble — One-half the upkeep

So simple that merely shifting a lever converts the standard right angle Book machine into a circular folder with both right angle and parallel folds. *Write for book showing various style folds.*

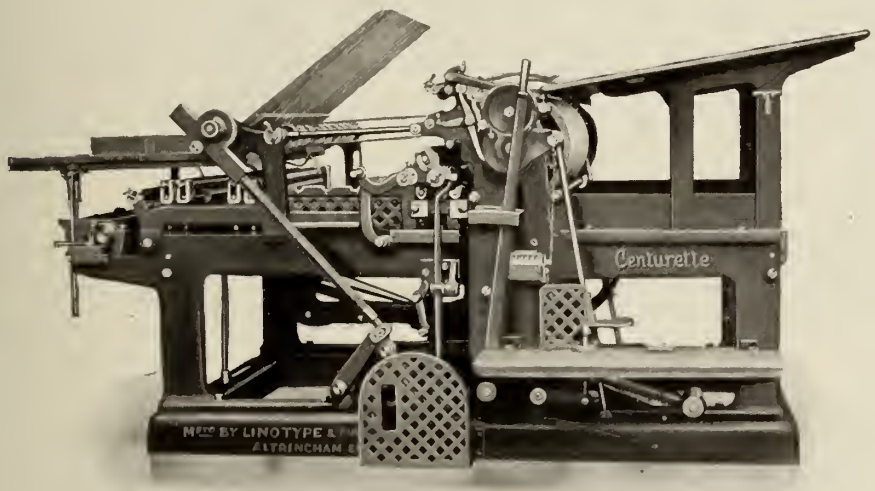
THE LIBERTY FOLDER CO. - *General Offices and Factory,* Sidney, Ohio

AGENCIES IN ALL THE PRINCIPAL CANADIAN CITIES

TRADE **Centurette** MARK

TWO-REVOLUTION PRESS

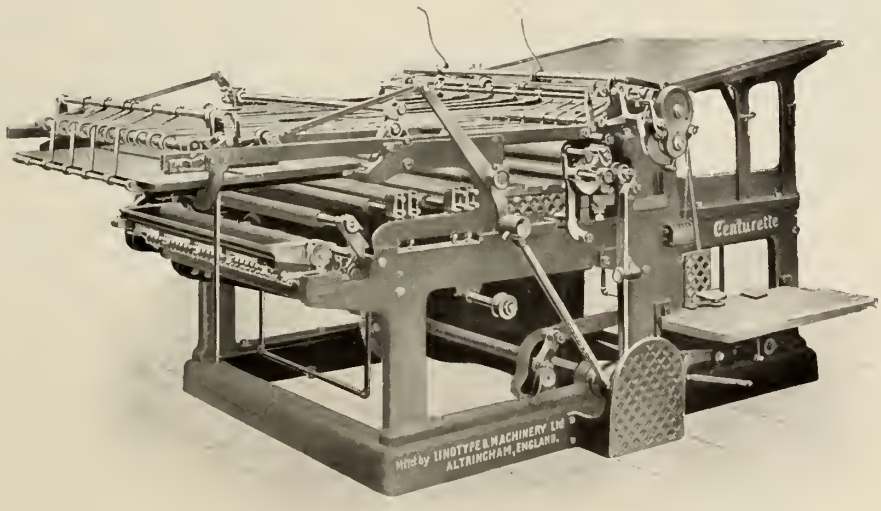
The little machine with the big reputation for speed and quality



Fitted with Fly Delivery

Maximum Number of impressions per hour: 3000

THE CENTURETTE takes a sheet up to 37"x24"



Fitted with P.S.U. Delivery

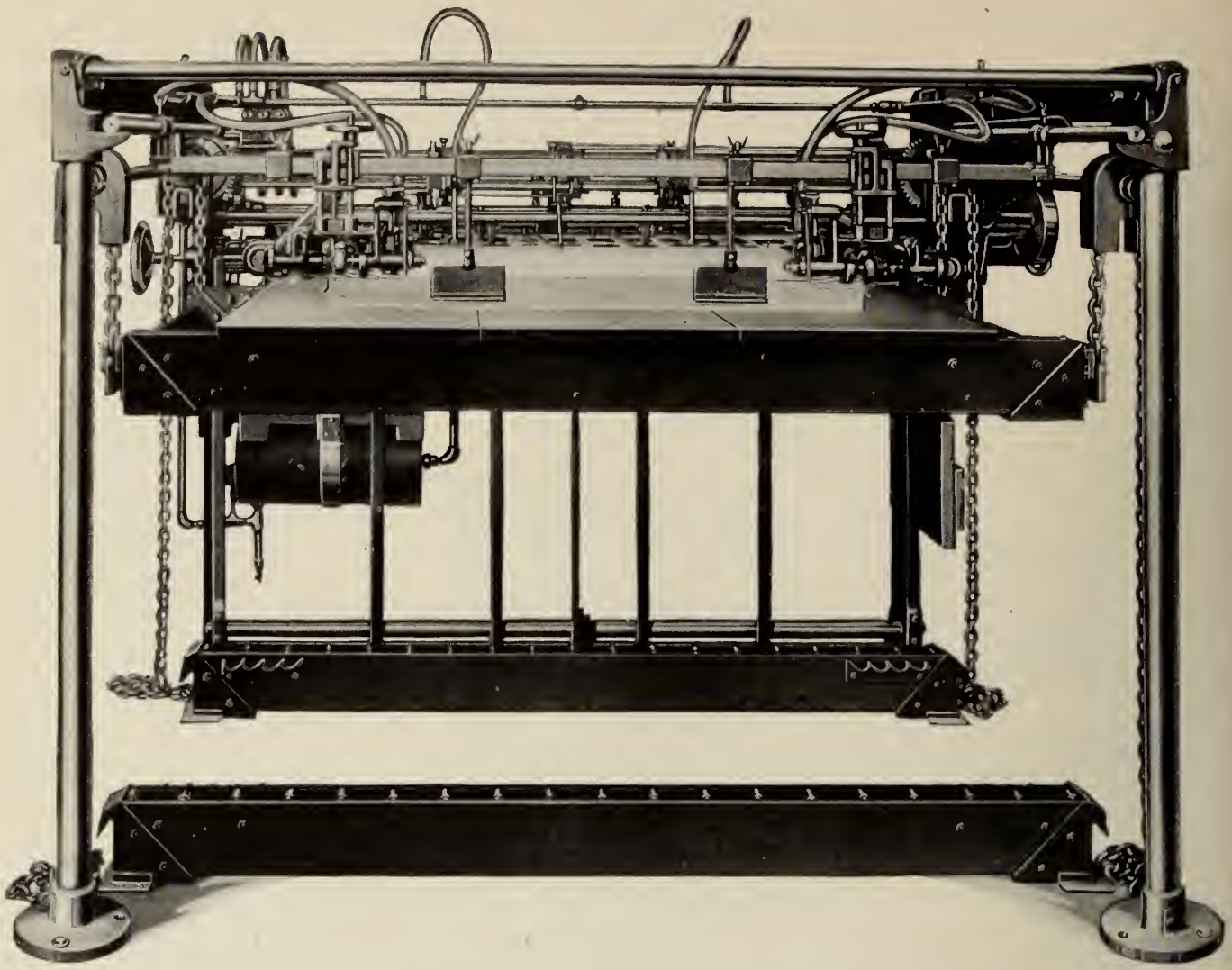
Maximum Number of impressions per hour: 2400

Manufactured and Sold by

LINOTYPE AND MACHINERY LIMITED

c/o CANADIAN LINOTYPE LIMITED

68 TEMPERANCE STREET, TORONTO



The New Dexter Suction Feeder

for PRINTING, LITHOGRAPH, OFFSET, EMBOSSING and CYLINDER CUTTING and CREASING PRESSES

Before offering this new Dexter Suction Feeder to the printing, lithographic and boxboard trades, a number of these machines were thoroughly tested in press rooms where paper and cardboard handling problems are especially exacting.

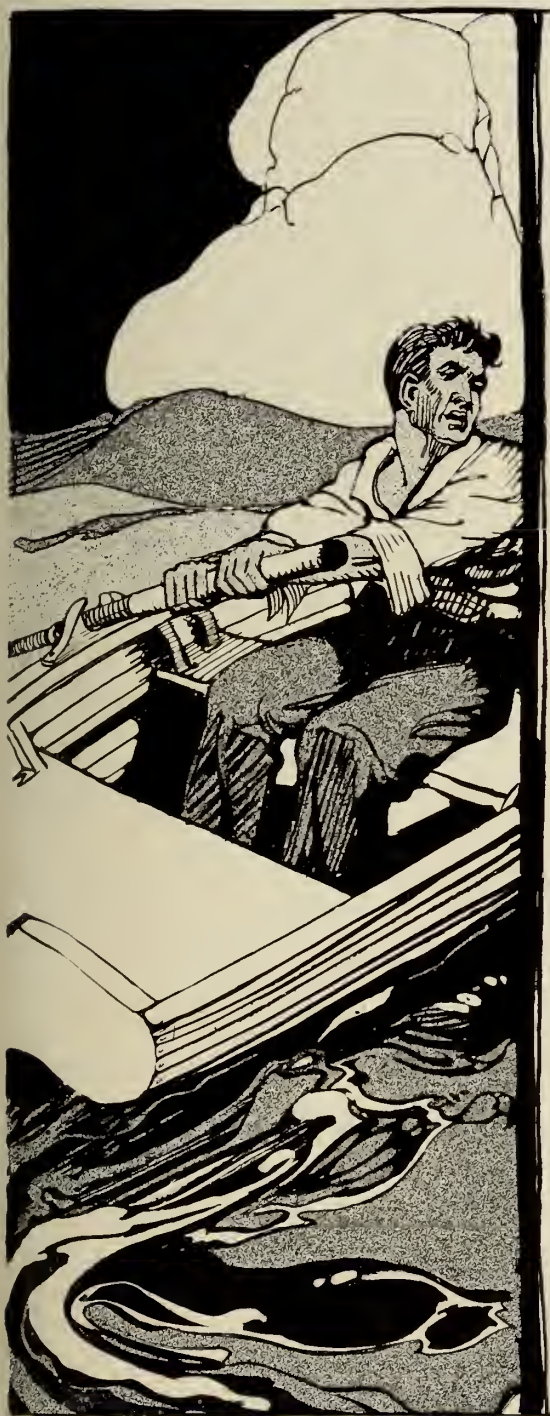
The performance record of each trial feeder has been entirely satisfactory. We now offer this new Dexter Truck and Re-loading Suction Feeder particularly to those printers, lithographers and box manufacturers whose paper feeding requirements are diversified and out of the ordinary.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

You Can't Row a Boat with One Oar



An unbalanced advertising campaign, like a one-oar boat, never gets anywhere.

Sound copy must be balanced by scientific space selection. Mediums deserve as much attention as merchandising.

To buy space scientifically circulation must be *analyzed*—not merely counted.

Do you ask of a publication not only "How much?" but also "How did you get it?" and "Where does it go?" If you fail in these particulars you are trying to make an advertising campaign go with only one oar.

The answers to these questions can be obtained by studying the A. B. C. reports. To read the circulation figures only is not enough, even though they are verified by the A. B. C. audit. This is but the beginning.

Use your A. B. C. reports *to the full.* Then you buy space scientifically and know your message will reach its destination.

Advertising is being put to a test today, which it can meet if you put circulation to the test of A. B. C. reports.

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron, the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

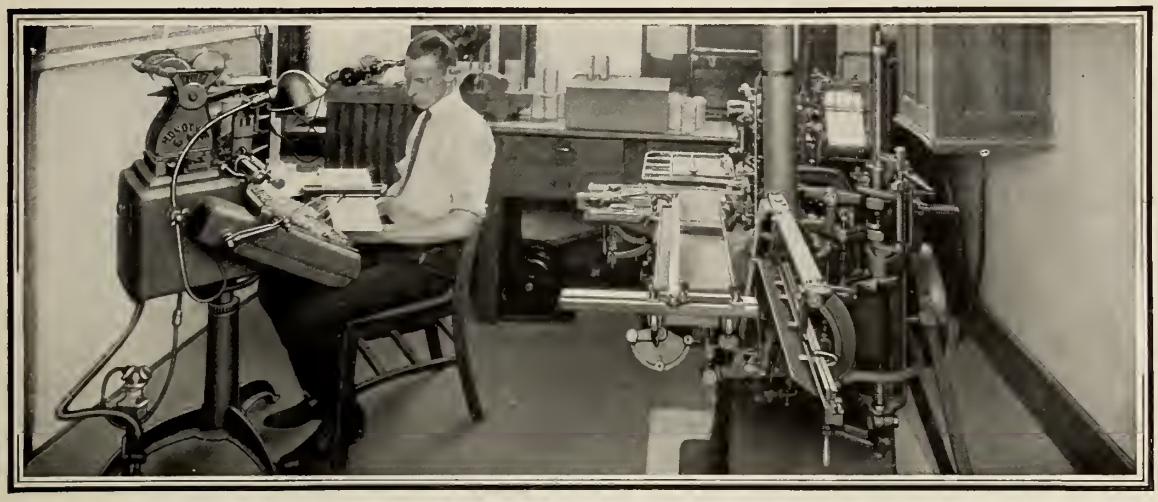
Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutters and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.



Monotype Room of the GRAY PRINTING COMPANY, Fostoria, Ohio

Combination Monotype Equipment for the Job Shop

ONE MAN runs keyboard and caster—or rather, he operates the keyboard and the caster runs itself, with a small amount of attention—one is running all the time—both most of the time.

This combination operator has great earning capacity; he does all composition and makes all material that goes with it—always new;

—and the quality of Monotype printing brings new customers—ask the Gray Printing Company.

A single equipment enables any printer to compete successfully with any other.

Monotypes are known by the company they keep—you will find them in GOOD print shops

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia New York Chicago Boston Toronto Birmingham

Monotype Company of California: San Francisco

318

This page composed in Monotype No. 175A Series and Monotype rule

EXHIBITOR
Graphic Arts Exposition
CHICAGO — JULY 23 TO 30

TRADE MARK

ESTABLISHED 1846

Wholesale Manufacturers of

TIME BOOKS, EXERCISE BOOKS,
ACCOUNT BOOKS, ENVELOPES,
LOOSE-LEAF DEVICES,
MEMO BOOKS,

STENOGRAPHERS' NOTE BOOKS, Etc.

W. V. Dawson, Limited
MONTREAL

HERCULEAN COVER

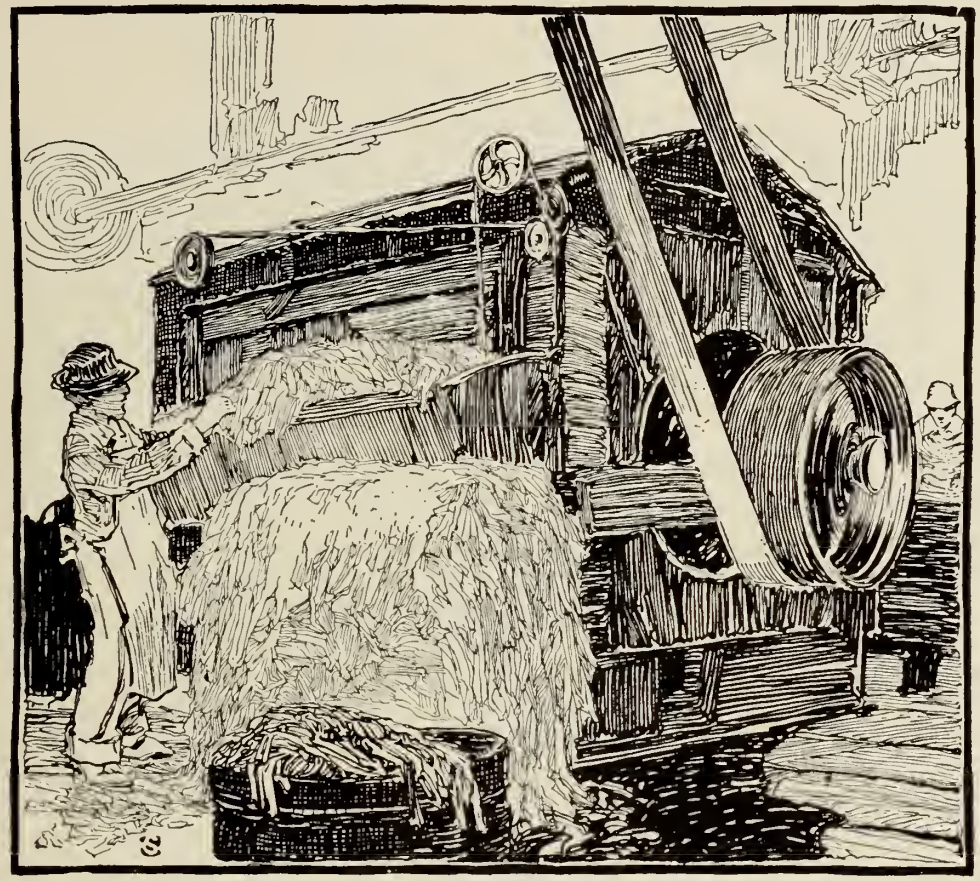
ONE of the best known and longest-established cover papers in America. Strength combined with superior printing, folding and embossing qualities, and eleven beautiful colors have made Herculean a recognized leader in its field for over fourteen years.

Two Sizes and Two Weights—20x26—65 and 100
—23x33—95 and 146

Four Finishes:
Antique, Ripple, Hand Made, and Linen.

Distributors for Ontario:

UNITED PAPER MILLS, LIMITED
TORONTO HAMILTON



A Fanning Mill or "Thresher" Removes All Dust and Dirt from the Rags. *No. 2 of a Series.*

"From Rags to Writing Paper"

THE "THRESHER"—One of the characteristics of Superfine Linen Record is the absence of specks and blemishes. This is obtained by extreme care in eliminating dirt and all foreign bodies in its early stages of manufacture. Every sheet, even in its finished state, is carefully inspected.

Write for Brochure of Manufacturing Illustrations—"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company, Limited

MONTREAL

MILLS AT ST. JEROME, P.Q.
AND MONT ROLLAND, P.Q.

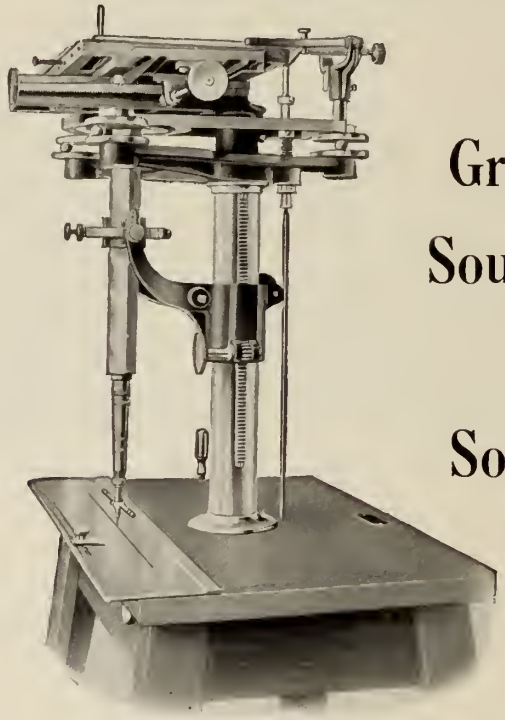
Makers since 1882 of Superfine Linen Record and other High Grade Papers

Lithographers Engravers
Printers and Stationers

THE UNIVERSAL MODEL C ENGRAVING MACHINE

is used in many of the leading Engraving shops of

U. S. A.
Canada
Australia
Egypt
Mexico



Great Britain
South America
India
South Africa
Japan

It executes at a Fraction of Previous Cost—Beautiful Uniform Lettering Upon
STEEL PLATES COPPER PLATES STEEL DIES
LITHOGRAPHIC STONES
(Direct or Offset Printing)

Full Details and Specimen Book of Samples on request to

ENGRAVERS MACHINERY COMPANY
OF CANADA, LIMITED
MONTREAL, CANADA

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

K1

The Save-Time System of Printing Plant Equipments

Made-in-Canada, in Either Wood or Steel, and Sold Direct from Factory to Plant

LOCK-UP AND STORAGE TABLE

There is no better place for keeping type forms after being made up and corrected than on galleys under imposing tables. Some disposition temporarily at least must be made of each form. If left on the stone, it occupies working space; if placed on letterboards or stacked upon shelving, no one but the compositor who put it there can find it. After it is found, it is very often underneath or surrounded by other forms that have to be handled and rehandled with considerable loss of time and occasionally damage to material.

Save-Time Lock-up and Storage Tables provide a place for every form after the compositor has completed his work on it. It is then only necessary for the stoneman to take the form from its slide underneath the table and lock it up, ready for the press.

The practical printer will readily recognize the advantage of this plan of routing composition from copy to press. There can be no better or more efficient method of reducing the cost of handling pages.

No. 3000 Save-Time Lock-up and Storage Table has a galley capacity of 414 Galleys $8\frac{3}{4}$ by 13 inches inside. It is fitted with a semi-steel top, 51 x 75 inches by 2 inches thick, $\frac{1}{2}$ inch rabbet at sides and ends.

No. 3010 Save-Time Lock-up and Storage Table has a galley capacity of 276 Galleys $8\frac{3}{4}$ by 13 inches inside. It is fitted with a semi-steel top, 39 x 63 inches by 2 inches thick, $\frac{1}{2}$ inch rabbet at sides and ends.

The steel runs, which support the galleys, are of heavy material. The base of the tables are recessed.

Semi-steel tops last a life-time, give a much better lock-up, are as smooth as the bed of a press, and are a much better investment than granite.

Some Additional Save-Time Equipment which we Manufacture :

Double Type Cabinets
Single Type Cabinets
Wood Type Cabinets
Unit Galley Cabinets
Cast Iron Tops for Imposing Tables
Steel Lead and Slug Storage Cabinets
Steel Metal Trucks
Steel Chases
Chase Racks
Bindery Tables on Wheels
Stock Tables and Drying Racks
Roller Racks and Cabinets

Send for a circular showing our *Duplex Save-Time Type Cabinet*—"the miniature composing room"—The Cabinet that pays for itself by cutting the cost of hand composition. Now in use in a number of newspaper and job plants.

Printers Ideal Equipment Manufacturing Co., Quebec, Que.

Address all Correspondence to Toronto Office, 602 Lumsden Bldg., Toronto, Ont.

The Save-Time System of Printing Plant Equipments

Made-in-Canada, in Either Wood or Steel, and Sold Direct From Factory to Plant

Canadian Printers and Publishers will welcome the announcement that they may now secure Made-in-Canada High Grade Modern Printing Office Furniture, in either Wood or Steel, without having to pay duty, exchange and excessive freight rates.

In making this announcement to the trade, the Printers Ideal Equipment Manufacturing Company, of Quebec, Que., guarantee their product to be equal in material and workmanship to the best imported furniture, and as regards space and time saving, to be much more efficient.

We here illustrate one piece of the Save-Time System of Printing Plant Equipments:

THE IDEAL CUT SYSTEM

Five Tier Cut Cabinet No. 5000.—Holds 150 metal trays 11x17 inches inside; each tier lettered and numbered as illustrated. Trays are also numbered to correspond to numbers on cabinet. Also manufactured in one tier, either cabinet being sold with or without door on each tier.

EVERY PRINTER AND PUBLISHER NEEDS THE IDEAL CUT SYSTEM

It is simple, and saves time. With it you can easily have a proof of all your cuts in a loose leaf cut book. Cuts are proofed on the trays on which they are stored. Cabinets can be placed ceiling high, thereby saving space. The five tier cut cabinet is the same size as a double type case cabinet, on which a working top can be used. The Ideal Cut System will solve *economically* your cut problems.

STEEL NEWSPAPER MAKE-UP TABLES

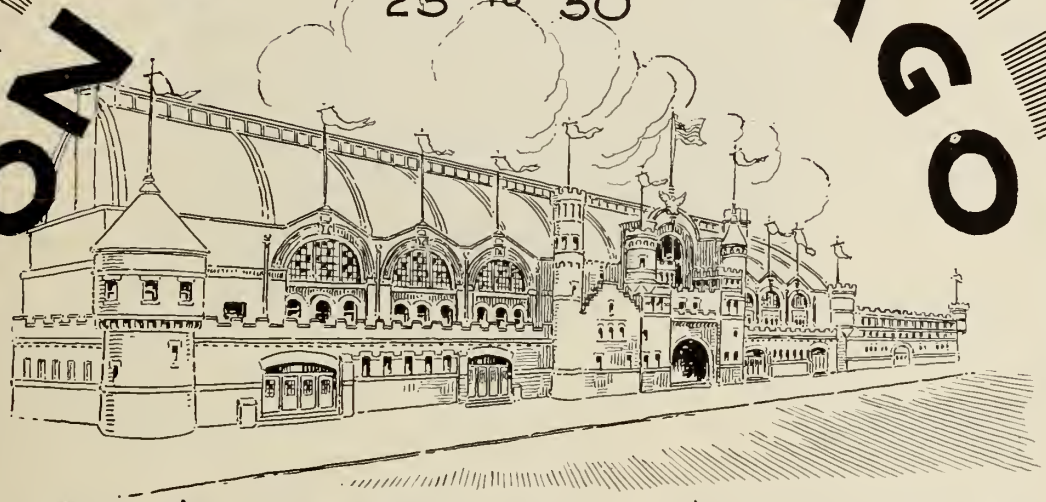
12 ft. long, 30 inches wide, accommodates six pages eight columns, Overhead Lead and Slug Racks, Galley Racks and Letterboards underneath; also fitted with lighting fixtures. Steel Make-Up Tables save space and are much more efficient than trucks.

Printers Ideal Equipment Manufacturing Co., Quebec, Que.

Address all Correspondence to Toronto Office, 602 Lumsden Bldg., Toronto, Ont.

ON TO CHICAGO

July 23 to 30



GRAPHIC ARTS EXPOSITION

EXHIBITORS

American Assembling Machine Company
American Printer
American Type Founders Company
American Writing Paper Company
Anderson & Company, C. F.
A. O. K. Equipment Co.
Barnhart Bros. & Spindler
Barrett-Cravens Company
Bracket Stripping Machine Company
Berry Machine Company
Boston Wire Stitcher Company
Ben Franklin Monthly.
Bunn & Company, B. H.
Blatchford, E. W., Company
Butler Paper Corporation
Burton's Son, Inc., A. G.
Chandler & Price Company
Chicago Employing Electrotypers' Assn.
Chicago Roller Company
Chicago Paper Company
Challenge Machinery Company
Cleveland Folding Machine Company
Cline Electric & Mfg. Company
Coes, Loring, & Company
A. M. Collins Mfg. Co.
Collins, Charles
Cowan Truck Company
Christensen Machine Company
Dexter Folder Company
Fortified Mfg. Company
Fuller Co., E. C.
Golding Mfg. Company
Hacker Mfg. Company
Hall Company, A. W.
Hamilton Mfg. Company
Hancock Perfecting Lineup Machine Co.
Harnett, Weatherly, Hoffert, Inc.
Harris Automatic Press Company
Haskins Company, R. G.
Ideal Roller Co.
Inland Printer, The
Indiana Chemical & Mfg. Company
Intertype Corporation
Johnson Auto. Roller Rack Co., Ltd.
Kelly Press
Laclede Mfg. Co.
Lanston Monotype Machine Company
Latham Automatic Registering Company
Latham Machine Company

The first educational Exposition given by "Printers for Printers." Men of Canada connected in any way with the printing or allied industries should take advantage of this great opportunity to increase their knowledge of the business.

The leading manufacturers have joined the printers and will operate "working exhibits" during the entire show. Competent men will be in charge to talk about the problems confronting the industry to-day.

You need the benefits to be derived from rubbing elbows with the leading men of the industry—the man who does not keep posted is "going back" and no man can afford to do that.

Arrange your vacation plans so that you can be in Chicago the week of July 23 to 30.

THE "WISE MAN" WILL BE THERE.

The EXPOSITION is being conducted by

The CHICAGO CLUB of PRINTING HOUSE CRAFTSMEN

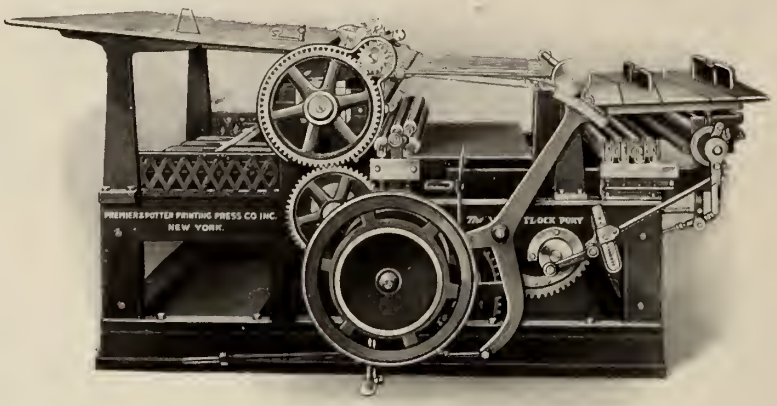
In connection with the

EXHIBITORS

Lindbladh Corporation
Ludlow Typograph Company
Linograph Co.
Manz Engraving Company
McCain Mfg. Company
Mergenthaler Linotype Company
Meyer Company, E. W.
Miller Saw-Trimmer Company
Miehle Printing Press & Mfg. Company
Morrison, J. L., Company
Morrill Ink Company
Menasha Machinery Company
Multicolor Sales Company
Nat'l Ass'n Printing Ink Mfrs.
National Lithograph & Publishing Co.
Nelson, C. R. & W. A.
Osterlind Printing Press & Mfg. Co.
Partridge & Anderson
Peerless Engraving & Color Type Co.
Pitt, Inc., John W.
Premier Register Table
Premier & Potter Printing Press Co.
Printing Machinery Company
Production Meter Company
Printers' Supply Company
Printing
Printing Trades Blue Book
Rapid Electrotype Company
Rosback Company, F. P.
Rouse & Company, H. B.
Royal Electrotype Company
Seybold Machine Co.
Smyth Company, Jos. E.
Stuebing Truck Company
Stevenson Co., Inc., Ashton G.
Sheridan Co., T. W. & C. B.
Simonds & Son Company, A. A.
Swart & Company, Inc., Geo. R.
Taylor Registering Projector Co., The
Thompson Type Machine Company
Turner, "Gene"
Typodex Company
Thompson, John, Press & Mfg. Co.
United Printing Machinery Co.
Vandercook Press
Verplex Art Company
Wesel Mfg. Company, F.
Warren, S. D., & Co.

Second Annual Convention of the International Association of Printing House Craftsmen.
Address Inquiries to 660 Transportation Building, Chicago.

The WHITLOCK Pony Press



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NO CYLINDER PRESS is so profitable to the printer as *The* **Whitlock Pony.** Its reputation is world-wide. Smooth in its operation, even and rigid in impression, exact in register, easy to operate, simple and durable. Prints everything from an envelope to a sheet the full size its type bed will take. Produces heavy and light job work of the finest quality with minimum labor. It runs hundreds per hour faster than other ponies. It is the standard pony cylinder press of the world. Let us explain *The* **Whitlock Pony** fully—also the following well-known presses:

The PREMIER Two-Revolution 4-Roller Press
The POTTER OFF-SET
The POTTER TIN PRINTING PRESS

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1102 Aeolian Bldg., 33 West 42nd Street
NEW YORK

Canada West:
MANTON BROS.
105 Elizabeth St.
Toronto, Ont.

Canada East:
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92 McGill St.
Montreal, P.Q.

Maritime Provinces:
PRINTERS SUPPLIES LTD.
27 Bedford Row
Halifax, N.S.

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, APRIL, 1921 Number 4

Actual Results from Analyzing the Field

The Advertiser Is Entitled to The Information

IN THE last issue of *Printer and Publisher*, reference was made to the practice of an advertising manager making every effort to sell his field to the advertiser, and then sell the paper afterward as a means of reaching that field.

Attention was drawn to the amount of publicity work done by the Calgary *Herald*, setting forth the buying possibilities of the city and district. *Printer and Publisher* wrote to O. L. Spencer, advertising manager of the Calgary *Herald*, asking more information regarding this practice, or if they had any concrete cases where it had worked out to advantage. Mr. Spencer replies as follows:—

Calgary, Canada, March 30, 1921.

Editor, *Printer and Publisher*.—I notice that my old friend Harry Muir, of the London *Free Press*, figured in the article you have on selling a district.

We find beyond any question of doubt that selling the field is the first step in selling the paper. We send out a great deal of material on this plan and we get results. On the final analysis this is what counts.

The average advertiser is not in a position to know a great deal about the buying possibilities of any western field, particularly a field which is developing as rapidly as the one which we consider our own, namely, Central and Southern Alberta. Conditions change so rapidly in this country that we have to be constantly at work collecting data and analyzing these conditions or we would not be able to properly advise our clients regarding their campaigns.

A publisher can best serve his clients, the advertising agency, and himself by first of all knowing himself the true facts concerning his own field, analyzing those facts to the best of his ability and passing the information on to the advertising agencies, and through them to their clients. An advertising campaign which is not successful is generally due to lack of knowledge concerning the territory which it is designed to cover and in so far as this factor can be eliminated then so much the better is it going to be for all three of the parties most vitally concerned in the ultimate analysis—the publisher to a greater extent than either of the others. Therefore, the publisher must know his field, the needs thereof and the habits and buying capacity of the individuals making up that field.

Where Analysis Won Out

A peculiar condition arose some two or three years ago in which our analysis of our field had a direct influence in placing a client right. One of our largest stores in Calgary—a department store—which had been sending a catalog to a selected list of customers made the discovery that their mail-order business was decreasing rather than increasing, although their general business in their store showed a large and steady growth. We had been canvassing these people for some time to use space in a publication which we control, the *Alberta Farmer and Weekly Herald*, to supplement their catalog. In this we had not been successful and the more their mail-order business decreased the less chance we apparently had of getting their business for our weekly. Upon investigation the actual facts brought to light were as follows:

During the past ten years the farmers of Alberta have become owners of motor cars to approximately 90 per cent. The average farmer ten years ago came to Calgary probably once or twice a year. Within recent years, however, he has been able to come to Calgary several times a month. Now this farmer was in the past a good mail-order customer. To-day he brings his family to Calgary with him and does his buying directly over the counter. This had two far-reaching effects. Firstly, it very materially reduced the mail-order business of this store; and secondly, it brought this same business into Calgary where they did their shopping over the counter. Upon presentation of these figures which we collected to this store we finally got them to agree to a short term contract for one page a week in our weekly paper. The results were immediate, and to-day those people are absolutely sold on our proposition and through our analysis of the district which we cover.

Stump Pullers and No Stumps

We have had many instances where the analysis of our buying conditions in this district have affected national advertising, and we have had some humorous incidents too, as for instance, the case of an advertiser who sent us a very nice line of copy for a stump puller. Before commencing insertion we wrote to this agency, which shall be nameless, advising that we did not think we could get them results on account of the fact that there were no stumps to be pulled in our district. They wrote us back at that time a rather short peremptory letter advising us that perhaps it would be as well to go ahead and give insertion on the basis of our rate card, if rate was correct, as they were placing the advertising and not ourselves. We carried out their instructions feeling that we had done our part but we never got a renewal order, and how that advertiser could have got any results advertising a stump-puller in this district is quite beyond me.

What we try to give at all times in this paper is the fullest measure of service. We are not content at all with accepting an advertiser's copy and publishing it. We want him to feel and to know that we are just as interested in the success of his campaign as he can be himself, and to this end we use many and various means for bringing his advertising to the attention of the people most likely to profit by it, and so make it of more value to everyone concerned.

One of our Canadian advertisers, in renewing his contract for advertising for 1921, says:—"*Printer and Publisher*" is the finest paper we have ever had anything to do with." Coming unsolicited this is certainly appreciated.

Modern Methods to Secure Results

By J. L. PEPPER

ONE big weakness in many printing plants lies in the fact that there is no frequent meeting of executives once every week, or something like that—to thresh out various problems as soon as possible after they have arisen.

In these organizations, the habit popularly known as "passing the buck" prevails. Responsibility is not nailed down where it belongs. Consequently the business gets bumped in spots where it does not require to be bumped.

The conference is a great idea for helping to keep the organization intact, and making it worthy of the name. It is very simply arranged, and when all those concerned commence to get accustomed to it, no one has any doubts as to its usefulness.

One of the executives acts as chairman. He calls for free discussions on "Why did this occur?" and "Why did that occur?" If the situation merits blame being attached to any person, the blame can be properly placed—the same applies if praise is to be bestowed.

Spoiled work occurs in every printing office. Why was the work spoiled? The answer to that and similar questions can be ascertained at these meetings and the proper action for preventing recurrence can be decided upon. In arriving at this answer other things crop up during the discussion and the consequent talk has a tendency towards better conditions in the plant. On the other hand if these "other things" are allowed to go by from day to day, it means that the efficiency of the business is being constantly impaired.

Hour Costs Plus the Unit of Production

THERE are a great number of printers who know the cost of an hour in their plant. But how many of these printers know the unit of production? The actual number of ems averaged per hour, press impressions, or folds, stitches, gathers, etc. It must be admitted that these printers are few and far between.

Not knowing the unit of production, accounts for, to a large extent, the variation in the estimates submitted by different printers. Without a knowledge of the unit of production, how can you do correct pricing?

Maximum efficiency also cannot be obtained unless you keep output records. The cost of doing so is a small item compared to the results obtained through their proper use.

Start now to keep records, and know the unit of production in your plant. By doing so you will be introducing modern methods, collecting data for the standardizing of operations, (from which source you can greatly increase production), and have a correct basis for making estimates on the time for different operations.

A Standard Proposal Form and an Estimating Blank

A MATTER which the various press associations and others would do well to take up is the adoption of a uniform proposal form for use in making quotations on estimated jobs. This would have a tendency to bring to the attention of the buyer of printing the variations in the kind of work and style of job being quoted upon.

A standard estimating blank would be the first step toward the standard proposal blank, and the adoption of both would be a good thing for the printing business.

It cannot be expected that printers will visualize the same job from a set of specifications, or express in the same words the details of the job they propose to produce. For this reason, a standard form, with blanks for stating exactly many of the variations, would, if properly used, enable the buyer to know where the great difference in cost which he finds in his estimates is made.

Under the general method in use at present, it is not logical to expect the buyer of printing to know enough about the details of manufacture to determine which of several estimates submitted is the best buy for him. However, with a standard form and a standard method for the details it would be possible for the majority of printing customers to know whether the bidders were making quotations on the same thing.

Printers who have adopted the plan of quoting from a price list, which is the commendable method, where it can be used, will find a standard proposal form and a standard estimating blank a valuable addition to their sales department.

Trade Composition Practice

The Trade Composition Association of Toronto have adopted a standard of practice in charging for metal until it is returned. The plan is this:—

"That all metal be billed with invoice for job at 15c per pound, and a credit note will be given at the same rate for all metal returned during month.

"All metal must be paid for with composition bills, but metal returned after thirty days shall be credited at a reduction of one cent per pound per month.

"Special arrangements may be made for the holding of specified jobs on a basis of rental of one cent per pound per month, after thirty days."

Sample of invoice:—

JOHN SMITH & CO.

20,000 ems at 80 cents per M.	$16.00
50 pounds of metal at 15c per lb.	7.50
	$23.50

In this way we will show the amount of metal you use on each job with its value, so that a percentage of profit may be added to it and charged to your customer.

The metal is returned to the composition house, and is not charged to your customer. Twenty-five per cent. represents a legitimate profit on a necessary expenditure in connection with the work, and helps to compensate for time consumed in losses in connection with handling.

THE TRADE COMPOSITION ASSOCIATION OF TORONTO

Fowler, W. G.; Heath Typesetting Co.; Kirkendall & Fraser; Lavelle, George; Linotype Composing Co.; Mono-Lino Typesetting Co., Ltd.; Moore Typefoundry; Rapid Typesetting Co.; Reid & Doidge; Smith Typesetting Co.; Toronto Typesetting Co.

Customs of Binderies

Geo. M. Rose, managing director of the Hunter-Rose Co., Toronto, forwards a copy of the trade customs adopted by the Employing Bookbinders' Association of New York. Mr. Rose draws particular attention to the following clause:

> The binder will fold, plate, gather and sew, all unordered sheets received, except a separate and distinct agreement is made in writing covering certain steps in the manufacture, the doing of which would be against the customer's best interest. Any work performed will be promptly charged for.

Commenting on this custom Mr. Rose says:

"The number 3 custom is one that should be observed by every binder, as publishers sometimes have the habit of ordering, say, 10,000 of an edition and only binding 5,000. It has always been the custom of our house to fold and tie up the whole edition and charge for this work but we do not think this is the prevailing custom."

Owing to the high price of paper and other costs there are now only 599 newspapers and periodicals of all classes published in Ontario against 745 before the war.

Making the Illustration Toe the Mark

Majority of Photographs Unfit for Direct Reproduction

By JAMES H. IMRIE

IN PRINTED matter the only quality that counts is influence. And influence in printed matter may be measured by its intrinsic beauty.

Words are the symbols of thought. From the mouth of a rough street corner speaker they may bring to our minds certain vague impressions and ideas. On the tongue of a finished orator the same words may inspire feelings and awaken channels of thought quite untouched by the former.

So it is with printing. Our single purpose is to present the words of the author, to convey his thoughts and ideas, with a character and beauty that will intensify their appeal and impression In printing there is never an excuse for the absence of beauty.

It is therefore gratifying to note the efforts being made to bring this quality to printing, and in ways not long since thought outside the service of the print shop. Many printers now prepare, re-edit and lay-out their customers' copy. Quite a number have their own departments for art work, and a few their own engraving plants. Such features indicate the tendency of present day printing service to control from one source all the elements that influence appearance and effect.

One element that need not be beyond the control of any printer is photographic illustrations. Here are possibilities for improvement available alike to the small printer of limited equipment as to the plant of many modern facilities. And the chief requirement is merely the adoption of the same principles used daily in the preparation of printed matter.

FIG. 1.—NOT ONE IN PROPER HORIZONTAL ALIGNMENT.

A common and inexcusable disfigurement of photographic illustrations is lack of horizontal alignment. Where this is present we can gain no conception of the actual topography and beauty of the landscape. Permit no illustration to be made until top and bottom edges are trimmed exactly parallel with positive horizontals and the sides with positive verticals. In the illustration above the natural horizontal plane of each picture is indicated by the white line. Note that not one is in proper alignment with the edges of the engraving.

More often than you may believe the aspect, force and appeal of a folder, booklet or catalogue in which photographic illustrations are used may have been noticeably improved by the proper preparation of the photographs. The cause of the trouble is that many photographs, with little or no preliminary study, are turned over to the engraver for immediate reproduction. The common result we every day see reproduced is easily understood therefore when we realize that not more than one photograph in a hundred, coming direct from the camera, is ready for the engraver.

It is the printer who is held to account for the final appearance of printed matter. Let him then assert his right to control those matters that influence its appearance.

Be suspicious of every photograph that enters your office until proper study has proved it beyond betterment. Never permit a customer to send engraving copy direct to the engraver, at least without the suggestion that you attend to that detail for him as a matter of service. Endeavor to get the best possible copy to start with. Clear whites and full, deep shadows, and finished glossy, or burnished.

The appreciation of beauty, in photographs, as in anything else, is entirely personal. What gratifies one may not please another. For this reason we should not rely on personal taste. As printing is intended to appeal to the majority, not the individual, we must base our decision on principles that satisfy the majority.

Horizontal Alignment

A common disfigurement of photographic illustrations is lack of horizontal alignment, or, in other words, a picture in which the natural vertical or horizontal lines are not "four-square" with the trimmed edges of the engraving. See Figure 1. It is surprising that an error so obviously unbeautiful should be committed with the regularity observable in printed matter and periodicals. As though there was some magic in an engraving plant that would correct and overcome all defects and invest your picture with a crowning beauty.

You get in an engraving exactly what you provide in your photograph. If there is one thing the engraving process does emphatically it is to "follow copy."

But there is an aspect to this error of lack of alignment more serious than that of being unbeautiful. Suppose you are producing a real estate or tourist booklet, or literature for any promotional project where the nature of the ground or landscape will exert an influence. It would be next to impossible for a prospect to gain a true conception of the actual topography of the landscape—to the real estate prospect the relative heights and lower levels; to the farmer the precise drainage; to the tourist the actual beauty of flowing lines—unless the picture is in proper alignment.

FIG. 2-A.

FIG. 2-B.

DIRECTNESS—THE SOVEREIGN LAW.

Like a good newspaper headline, make your illustrative message come directly to the point without waste of photographic words. Pick out the specific subject matter from the photo mass. In proportion as you avoid surrounding it with unnecessary detail so you will increase the force of the subject proper.

If you have any doubt regarding the alignment of a landscape, or any picture for that matter, locate the natural or positive horizontals and trim the top and bottom margins for the desired engraving parallel with it. Whenever possible, use a drawing board and T square for this purpose.

Directness—the Sovereign Law

Another great weakness in photographic illustrations is lack of directness in conveying the major idea or theme. This defect is weakening much of our present day advertising literature and magazines. It results in illustrations that are not only wasteful but lacking the "punch" and force necessary for vivid impressions.

Treat each photograph as a good newspaper editor would handle a news headline. Make your illustrative message come directly to the point without waste of photographic words. Pick out the specific subject matter or theme from the photo mass, as in Figure 2, "Women Leave for Tour." In proportion as you avoid surrounding your actual subject with unnecessary detail so you will increase its force and strength of impression.

Figure 2-A represents two-thirds wasted effort. By sticking to the subject, Figure 2-B provides all the "news" of the original with twice the punch. In addition it is a much more pleasing composition. To appreciate the full force of the comparison, visualize Figure 2-B enlarged to the proportions of Figure2-A.

FIG. 3-A.

FIG. 3-B.

Vivid impressions are gained by concentration of interest. If your subject is a prize rooster, don't illustrate most of the barnyard and flock. And as in figure 3-A, if your subject is "Typical Immigrant," why include most of the ship? There is no wandering of attention in figure 3-B. One's eyes are focused directly on the subject: the expression and character of a face.

Another example of the same principle occurs in Figure 3 with the difference that it shows how lack of directness may alter even the subject of the picture. The original, Figure 3-A, properly might be entitled "General view on board immigrant ship." The intended subject is really "Typical immigrant." Notice how figure 3-B avoids confusion of impression by emphasizing the actual subject and yet provides all the atmosphere and location of the original without the weakening, distracting and disproportionate excess of background that is the chief cause of weakness in Figure 3-A. In

FIG. 4-A.

FIG. 4-C.

That the original photograph contained two equally good illustrations may be seen by placing the imaginary line or axis through the woman's right eye and trimming equally from this line with the result as above.

FIG. 4-B. A STUDY IN VERTICAL AXES.

The vertical axis of a picture is the composite centre of all interest points. Around it they should be grouped according to their value and weight. For a "head-and-hands" portrait, as intended with the original, the vertical axis of these two interest points would run down through the centre white line in Fig. 4-A. By trimming equally to left and right and proportionately top and bottom we achieve the proper optical alignment, emphasis of essentials and pleasing composition of Fig. 4-B.

Figure 3-B one's eyes are focused on the proper subject, on the hope and faith and joy, on the whole character expressive in a face. There is no wandering of attention here. Only by proper trimming could this result be accomplished.

The Vertical Axis

Most frequently the above and other defects in photographic illustrations are the result of our failure to discern or properly consider the vertical axis of a picture. By vertical axis is meant the composite vertical centre of all interest points. Upon this central imaginary line interest points should be balanced according to their value and weight.

The vertical axis or interest centre of Figure 2-A, for instance, is indicated by the white line drawn through the centre. Now if we run our pencil down this line until it comes to a point halfway into our subject matter—a point just above the right hand pocket of the black coat—we locate the absolute centre of our subject. Recognizing this as the centre of things, it is doubtful if the picture would not have been trimmed down very closely to the proportions of Figure 2-B. The same comments as above also would apply to Figures 3-A and 3-B.

No better example of the value and importance of the vertical axis can be shown than by a portrait. Take Figure 4-A for instance. Our chief interest points here are head and hands, or head and letter. Considering the much greater relative importance of the human head and face than either hands or letter, the logical centre of our interest points would be located as shown by the white line running down through the woman's left eye. By measuring equally left and right and in proportion top and bottom we would obtain the pleasing composition, balance and emphasis of essentials of Figure 4-B. The portions trimmed off are waste photographic space that weakened the force of the original illustration.

Or take it another way. When we turn toward an object or picture our eyes usually focus first of all on its centre, which, in the case of Figure 4-A, would be a little in front of the woman's right ear. As has already been pointed out, the interest points of the picture are located to the right of this point. Therefore our eyes are out of alignment with the essential part of the picture. We are compelled to adjust our glance—to look sideways, as it were, or take two paces to the right—before we are in focus with the important part of this picture.

A compositor will be quick to appreciate the usefulness of the vertical axis. He makes use of it daily in his work. In explanation, consider the original margins of Figure 4-A as the outside edges of a cover page. Mark off the centre of your cover sheet with a vertical line, which, as said before, would run down just in front of the woman's right ear.

As located in their present position in the picture (Figure 4-A) consider the two interest points, head and hands, as two groups of type, with the main portion, head, set in large display. Notice now how far this would be from the top of your sheet and

FIG. 5-A.

FIG. 5-B.

Another example of the improvement to be obtained by proper preparation. In each case the altered illustrations merely show proper margins to use. All should be considered as enlarged to size of original.

FIG. 6 EMPHASIS WRONGLY PLACED.

The intention of this illustration was to depict the "Butterfly," represented by the manner in which a certain type of snow-plow scatters the snow. The centre of the stage, however, is given to the steam and smoke of the engine, pushing the "Butterfly" out of prominence.

how your minor group of type, the hands, practically would bleed off the right hand side.

Actually set up in type, such an arrangement would be atrocious. It would be away out of balance and "centre." You simply would have to move your type matter up and to the left to conform to the size and proportions of your sheet, thus obeying the law of "centre display" or the principle of the vertical axis. Or, what is more likely, you would trim down your sheet in the manner and proportions of figure 4-B, thus making your centre of balance the line here called the vertical axis.

It is interesting to note in passing that the poorly balanced original Fig. 4-A, really contained two equally good compositions which easily would have been discovered had the principle of the vertical axis been applied.

Take the main interest point of the picture, the head, and define the centre of this portion, or the vertical axis, with a line running down through the woman's right eye. Measure off suitable margins equally from left to right, and top and bottom margins in proportion. The result will be the pleasing grouping of figure 4-C.

How the application of the principle of the vertical axis may avoid improper emphasis and direction of attention is illustrated by comparing Figures 6 and 7. The intention of the original, Figure 6, was to illustrate the "Butterfly;" represented by the manner in which a certain type of snow plow scatters the snow. But the margins of the original give the centre of the stage to the great cloud of steam and smoke, drawing attention and interest to this point and pushing the "Butterfly" out of prominence. Thus the picture, as used, fails to accomplish the purpose intended. It is illustrating smoke rather than "Butterfly."

Now apply the rule of trimming to vertical axis or interest centre. In addition to the essential subject, the "Butterfly," some interest may be attached to the power indicated by the steam and smoke, but nowhere near the same amount as for the actual subject. Therefore if we define the composite centre or vertical axis of these two points in relation to their worth and interest, it would come at the white line drawn through the smoke and "Butterfly" in Figure 6. By trimming equally left and right of this imaginary centre line, and proportionately top and bottom we obtain the composition of Figure 7.

FIG. 7 EMPHASIS ON PROPER SUBJECT.

The important thing here is the "Butterfly." The power indicated by the steam and smoke is of interest also but much below that of the actual subject. Therefore if we define the composite centre or axis of these two points in relation to their worth and interest the margins for proper emphasis will adjust themselves.

Even without a caption for the illustration trimmed as Figure 7, could there be any doubt here as to what constitutes the subject? Absolutely none. The attention and interest are centred directly upon the action and formation of the "Butterfly." The true feature has been given its rightful prominence.

And so by the application of simple principles, similar to those he uses every day in his own work, any printer should be able to bring new beauty and force to his productions through the careful preparation of photographic illustrations.

No industry or profession under the sun is so consistently abused and misunderstood by its patrons as printing. And therefore no business more than printing requires the breadth and fineness of service necessary for proper use and extension. The preparation of photographs for engraving is but one cog in the wheel of service. But don't let the printer stop with one or two good service improvements. It should be his aim as quickly as possible to bring under his own supervision and control all the elements that influence the final effect and appeal of printed matter.

Cement For Rule Joints

Rule jointing is a vexing detail of the lock-up man. Satisfactory results may often be obtained by the use of electrician's commutator cement, obtained from any electrical supply house, in tins of various sizes; it is applied cold.

After a form is properly dressed and is ready for the final lock-up, with the point of a small knife blade, place a little of this cement between each rule joint and lock up tightly. After a few minutes wipe away the surplus cement with a piece of rag, being careful always to wipe across the joint. With a sharp blade of the knife carefully remove the surplus from the sides of the rules and allow a short time to dry; the printed sheet will be more pleasurable to the eye in spite of anything the o. f. printer may say as to the means employed.

"Gene" Turner, of Cleveland, who specializes in time and labor saving devices for the printer, has been spending some weeks in the the Canadian field in the interests of his business.

The Acton Publishing Co., Limited, have issued the first edition of their house magazine, entitled "The Happy Medium," April, Vol. 1, No. 1. Printed in two colors, with a nicely embossed cover, and filled with spicy editorial features, this magazine is delightfully impressive.

From the Readers of Printer and Publisher

Recalling Old Days and Old Machinery

HERE are a couple of pages dealing with several things, all the way from practical suggestions to history of papers and presses, $2 rates, publishers' hobbies, and several references to the trip the C.W.N.A. purpose making to the Coast:—

Newspaper History in Brantford

Toronto, March 31st, 1921

Editor of *Printer and Publisher*, Sir:—Our good friend, Mr. Young of Cornwall, in the *Printer and Publisher* for April, alludes to me in his notes. It has occurred to me you would like to see the history of the newspapers in Brant, more particularly the *Expositor*, as detailed in Revelle's History of Brant, published in January of this year, and I therefore send you the enclosed.

Before I took charge of the *Expositor* in 1867, it was edited and managed by some clever and talented gentlemen whose ideas soared to make the paper an exponent of Empire affairs generally, reproducing selections from the Old Country sources, which culminated in handing over to me a total paid subscription list of eighty-four (84) and an exchange list of a like number. I did not pretend to have the literary style of my predecessors and I was painfully conscious of the fact. I was not particularly brilliant in editorial matter, but imbued with the idea that what the great majority of the people like myself wanted, was the chronicling of local events, and I gave them all they could stand, which resulted in an addition to our circulation of six hundred and sixty-two (662) during three months of the summer of 1868, and inside of two years to twenty-two hundred (2,200). That was going some in the old days. In addition to the foregoing we cut out truck and trade to the utmost and had settlements every six months paying and receiving cash on the business transactions. Our patrons valued their privileges in dealing with us, and we enjoyed our own self-respect, feeling that we were not connected with a charity concern, which a few of them before had fondly consoled themselves with.

The Government of Ontario in 1872 called me, without solicitation, to fill a responsible position in the service and after several promotions finally appointed me in 1879 to be superintendent and principal of the School for the Deaf at Belleville where I remained for twenty-seven years (27) only relinquishing the place to become supreme secretary of the Independent Order of Foresters, where I am now. As I had a liking for the publishing business I started a small newspaper at the school issued twice a month, on the point system, to give deaf boys and a few girls an opportunity of learning the printing business, which has been an advantage to many of them. The paper is going still and is a model of typographical excellence.

Yours faithfully,
R. MATHISON

The Expositor, Brantford, Ontario

In 1852, Henry Racey, auctioneer and commission merchant, and clerk of the Division Court, had a dispute with Major Lemmon over some small account, and ended by telling the Major in language more forceful than considerate that he would show him that there were others who could run a Conservative paper as well as himself. The outcome of this trivial difference was that on October 12, 1852, *The Conservative Expositor*—this was the title it bore for some time across the front page—made its appearance. The first writer was Mr. John Douglas, who had come from Kingston to Hamilton to take a position on the *Spectator*, then just started, and was persuaded to come to Brantford. He held the post in an able manner for two years and then started a paper in Woodstock on his own account, but died suddenly after a year's residence there. Mr. Stewart, Division Court assistant, and afterwards son-in-law of Mr. Racey, secured control, and in 1855 the title *Conservative Expositor* was dropped, and a change made in the politics of the publication. Mr. Stewart later acquired the Hamilton *Times*. Among other editors in succeeding years was Dr. Kelly, who resigned as school principal and occupied the post for two years, when he resigned to pursue further studies.

In March, 1867, Mr. Robert Mathison took charge and showed all the executive tact which has since characterized him in other walks of life.

The first issue of the daily was in 1873 and Mr. H. F. Gardiner was then editor. Finally Messrs. W. Watt and R. S. Shenstone became proprietors. Mr. Watt, while a member of the law firm of Brooke and Watt, had published many articles and became editor. He was a very careful and pellucid writer, and always had full command of his subject. Mr. Shenstone was business manager. In 1890 they sold out to T. H. Preston and Sons. At this writing it is the sole remaining newspaper of the many started in Brantford.

The Expositor

From Revelle's History of the County of Brant, January, 1921.

It will thus be seen that Brantford, in the matter of publications has had a more varied experience than almost any other small centre in Ontario. In the earlier times it did not require much capital to start such ventures. Foreign news was clipped from English and United States' papers, issues were pulled off on hand presses, and wages were low. In illustration of the latter fact, the following quotation from the *Sentinel's* (afterwards *Courier*) first day book proves illuminating:—

Patrick Duffey commenced work on Thursday, June 12th, 1834, at $6.00 per week, he boarding himself.

Patrick, of course, long ago passed hence, together with the current rates of pay of his period.

The business methods were also very different from the present period. Mr. R. Mathison, publisher of the *Expositor*, 1867, thus tells of them at a one time meeting of the Canadian Press Association:

Changed Methods

"There was a great deal of truck and trade, and we often had subscribers pay in cordwood that the devil himself could not split. It seemed as though our friends who liquidated their indebtedness in wood thought anything was good enough for us, and many crooked sticks were piled in our back yard. One subscriber out in Burford paid for his paper by a turkey at Christmas time. On many Saturday nights, after paying our workmen's wages, partly in cash and partly in orders on merchants, I have gone home with nothing in my pocket but some due bills for dry goods, drugs, chemicals and house furnishings. There was no possibility of getting them to jingle in the pocket, for there was nothing there for them to jingle against. I remember one advertisement that was paid for in hair restorer, but as there were no bald heads about our office, we gave it to our friends in the *Courier* office, in appreciation of their journalistic courtesy, and who even in the heat of an election contest never designated me by any worse name than the 'smiling youth of the *Expositor*.' As a means of increasing our circulation, items from various points in the country were a distinct feature; the mention of peoples' names seemed to have a talismanic influence, and their appreciation of the paper was in ratio to the number of times their names appeared. One circumstance occurred in connection with some correspondence from, say, Harley, although that was not the village. Our agent at that point sent in a number of very interesting items, the first one being 'The Harley House has a new sign.' As I thought the fact of the Harley House having a new sign did not interest people generally, I struck it out, but upon reconsideration, allowed it to appear. The next week a man came in, and said he wanted to subscribe for the paper, as it was 'getting to be a great deal better paper than it used to be.' He paid his $1.50 in advance, like all good subscribers, and then gave his address as the Harley House, whereupon I said: 'You have been getting up a new sign?' He said, 'Yes, that he had been in business for a long time and was a good Conservative, but the *Courier* had never taken notice of anything about his place, and he just wanted our paper sent to him regularly.' Moreover he would get his friends to subscribe, which he did, for during the next four or five months, I could trace directly to his influence eight good cash-in-advance subscribers. In the fall following, he had a sale of

farm stock and implements, for which he got a hundred half-sheet bills, and a notice in the paper at a cost of $4.00; a stray cow came into his premises, which he advertised and paid $1.00 for three insertions; during the winter he had a ball, and supper at his place, and we printed the tickets and programmes, for which he paid $4.00 more. Altogether, for inserting the one line 'The Harley House has a new sign,' I counted $22.50, besides making many friends through his exertions—some of whom are likely taking the paper yet."

Such were the early methods. Now the advent of modern presses, linotype machines, telegraph tolls, high wages and so forth, has served to make the publication of a newspaper a most expensive business. This is mainly why Brantford had three daily papers serving a population of ten thousand people, and at this writing has only one paper for thirty-two thousand inhabitants.

Now Here's a Whole String

John W. Eedy, of the St. Mary's *Journal*, has questions enough to fill an average issue were each of them gone into thoroughly. We suggest that readers who have solutions to any of them should send them along. In future issues we shall take up the suggestions in Mr. Eedy's letter. He writes:

Editor, *Printer and Publisher.*—My apologies are due you. Here comes *Printer and Publisher* and I am suddenly reminded I failed to respond to your invitation. My intentions were good but I regret to have to admit that I have not been in the saddle the past couple of months. My work has risen to be master—a bad state of affairs I will admit. And the horizon even yet shows little blue.

Printer and Publisher is becoming of more and more value to the country weekly as it handles practical problems. I often feel it might be more of a publishers' clearing house were a department opened wherein questions on practical problems that were proving stumbling blocks to one man might be answered in the next issue by others of the craft who from experience, or by other means, had already threshed out the problems of the less experienced brother. We are most of us "long" on a few things while "short" on many.

I notice in the last issue of *Printer and Publisher* where it is said the average country weekly has too much equipment. I notice on page 26 where J. L. Pepper says "There is altogether too little attention given to the right kind of equipment." Then again "There are very few newspaper or job composing rooms *over* equipped but there are hundreds of them *wrongly* equipped." And then on page 42 an article headed "Cylinder or Platen Press?"

Might I then venture to set the ball rolling with a few questions along the line I suggest?

Question 1.—What is the ideal equipment for the average weekly newspaper office? Should the cylinder press be selected with a view to taking care of a percentage of the job work, or solely to run off the paper?

Question 2.—What style or make of newspaper press is the most serviceable and economical for the average weekly newspaper? In other words, is there to-day a press that will take care of the bulk of the job work, in addition to the newspaper, in the average town weekly office?

Question 3.—Now that the Government insists on a proper system of bookkeeping in order that correct and adequate data may be used in making out Income Tax returns, and that the newspaper business differs materially from many others, could not a simple but satisfactory system be devised to meet the requirements of the country weekly?

Question 4.—As the average country newspaper publisher is without a satisfactory system of bookkeeping, it follows that he is utterly at sea when confronted with his Income Tax form. Could not a general skeleton form be drafted as an instruction sheet to meet the country newspaper's requirements, which when filled in from computations from the few books kept would provide the data for the Income Tax returns?

Question 5.—How can the average town weekly best handle the bulletining for election nights at his office?

Again apologizing for my bad behaviour, I am,

Sincerely yours,

JOHN W. EEDY.

On to Vancouver!

The News-Express, Carberry, Man.

Editor, *Printer and Publisher.*—There were a lot of good things born east of the Great Lakes that now look and talk as if they had sprung from the Prairie and I hope your April number of P. & P. will exceed your most sanguine expectations. All your readers know, of course, that Manitoba is the banner province of the West—first in everything, even in prohibition and equal suffrage—(both subjects being even more debatable now than previous to the passing of the legislation). One thing we lack here that was very noticeable by the writer was the "pep" displayed at the last annual meeting of the C.W.N.A. Some of us, however, and we hope to have a goodly number, are looking forward to the annual meeting to be held in Vancouver in June, when East will meet Middle West and travel together to the Coast province, when nothing but good to the whole fraternity can be the result.

The *News-Express* on Nov. 1 last announced that on Dec. 1, 1920 subscription rates would be increased from $1.50 to $2.00. The only change it made was in the revenue of the office.

G. B. McNair, a newcomer from Des Moines, Iowa, an all-round printer and linotype operator, is in charge of the *News-Express* shop.

The *News-Express* recently added full series of Chelt. Bold all sizes, full, condensed and extra condensed advertising type, to match their lino. which sets news in Cheltenham.

It might be of interest to some of the trade who have installed machines in towns where 24 hour electric service is not given to know that the *News-Express* is having perfect results from power supplied by a Dalco plant in a garage up the street. Previous to this we ran the machine with a gasoline engine. The change makes it much quieter, cleaner and cheaper.

J. L. COWIE.

Memories of that Wild Press

From Wolseley, Sask., T. E. Scriver, proprietor of the *News*, writes of the press that C. P. Doughty, of the Hastings *Star*, mentioned in the last issue of *Printer*. Apparently as this press strengthened the arm and back of T. E. for his later successes in the West, it also planted in his memory incidents that thrive and blossom there to this day. He writes:—

Wolseley, Sask., March 29, 1921.

Editor, *Printer and Publisher.*—In the March issue of *Printer and Publisher*, one, "A. R.," quotes from a letter he received from Charles P. Doughty, of the Hastings *Star*, the last paragraph of which refers, in a sarcastic manner, to the newspaper press which he found on duty when he took the *Star* over. Possibly C. P. D. thought the letter a private one or it would never be made public, or that that press had no friends—but we rise in its defence, and we know what we're talking about—we were devil, foreman or proprietor of that lay-out, 1892 to 1906. The press was purchased about 1895 (the old Washington and $200.00—on time—in exchange.) If memory serves us aright it was secured from the Gwatkin firm of Toronto on the recommendation of their traveller, Mr. Hunt. (Mr. Hunt is now with M. & R., of Winnipeg, and is yet known as an honest and reliable man irrespective of the fact that he has been a supply man for years.)

Did the press come up to expectations? We'll say it did! If C.P.D. had run a Washington at top speed (200 per hr.) and then switched to an "Allan Cylinder" of 350 capacity, and no pulling of a lever, he would agree with us. (For further proof we refer you to Bele Lancaster of the Havelock *Standard*,) and while the cussing decreased on press days as a result of the exchange, we still kept the front door of the office closed on press days for fear our Sunday school teacher or the best girl might be passing during an "outbreak." And if the "outbreak" was a prolonged one we'd slip that cylinder from one side to the other, the speed being accelerated by strength accumulated during the prolongation of said "outbreak," and would anything bust?—no!

"We" were only a lad when that press was installed but we well remember the deal. One recommendation was that it was the only one of its kind in Canada. Its mate was in the States somewhere—we often wondered if it was in a laundry. In 1895 we weighed six stone and when we bid adieu to that press eleven years later we tipped the scales at 180.

"We" were succeeded by Fred Hobbs, "who took a notion to go to war," and he had been foreman of the Peterboro *Review* press room. He knew a press, and he never changed even if the "Allan" did chew the end off his finger. The trouble with a lot of these fellows who have broken into the newspaper game recently is they are too particular. The travellers just kidded C.P.D. about that press.

We could take him around Ontario and show him presses in offices (where they don't use a Franklin price list) that could holler "son" to that Allan cylinder.

We hope to become acquainted with Doughty and meet a lot of old friends when the tribe comes West next June. 'Tis true the fishing commences about then—but come and see the prairies and the Pacific Coast.

Yours truly,

T. E. SCRIVER.

He's Headed for the Coast Too

From Lumsden, Sask., comes this sweet little song about C. Hynds, who, according to his own admission, is glad that he pulled out of the Toronto *Telegram* office and went West. Somewhat of a florist and gardener, he toots the trombone to soothe his wearied brain, and is out now with a suggestion that old rollers be liquidated thin and sprayed on the prairie vegetation. Thus may we yet see forests of rollers growing in the West, all cut to size and marked winter or summer as the case may be. However, of C. Hynds, it is written:—

The Lumsden, Sask., *News-Record*, is just about completing the 17th year of its successful business in the pretty valley of Saskatchewan. The editor, Chas. Hynds, is advancing in years, but is still able to pluck about 900 ems per hour. He curls during the winter season, attends to a flourishing garden in the short summer season, and in spare hours fills in an hour or two each week on his slide trombone. Hynds attributes his healthy condition to cutting out fresh meat and subsisting on Plymouth Rock fresh eggs and vegetables.

His good wife is a member of the school board of the town, and finds time at intervals to attend to his book accounts, fix up his income tax papers, and look after the front office generally.

Just now the editor is breaking in an apprentice—it's like breaking a broncho. This is positively the last one he promises to rope in. The last two he broke in—females—got married after they had saved up a few dollars.

By the way, Editor Hynds uses all his old roller composition to fertilize his garden plants with during the growing season, and he finds it the best thing outside of the commercial stuff on the market. Simply thin it down well with water and apply around the plants, covering with a little soil This year he intends to try a little glycerine, as it has a tendency to hold the moisture. And now that prohibition is on the books this glycerine preparation will hold the moisture in the soil for several days.

On the 11th of April, this year, Hynds will have finished his 50th year at the printing business. He graduated from the *News-Record*, Fergus, Ont., under the tutorship of Messrs. J. & R. Craig. Since landing in the West, he has made a pile of bank notes, which he invested in Victory bonds, farm lands, houses, etc. His shop at Lumsden is a solid brick building, and is about the most comfortable and up-to-date building in the province in the smaller towns. He is always delighted to inform his acquaintances he owes no man a dollar—no mortgages, or millstones of any kind.

He is a member of the Executive of Saskatchewan Press Association for a period of five or six years. He is considered one of the old standbys of this association and the old Manitoba association. He is boosting the trip to the coast. Last year he spent a couple of weeks out there and strongly urges the membership to go out and see the coast cities. He is a strong advocate of the highest prices for job work. Previous to coming West he was a member of Toronto Typographical Union, No. 91, and was employed at the *Telegram* for fifteen years.

All Have the $2.00 Rate

Strome, Alberta.

Editor, *Printer and Publisher*.—Division No. 6 of the Alberta Branch of the Canadian Press Association, which includes the publications from Camrose to Provost, inclusive, have all had a very heavy volume of business during the first three months of 1921, and each member is looking forward to a very prosperous year.

With the exception of one paper, the *Home News*, of Forestburg, the $2 rate prevails, and I notice in the last edition of that paper the publisher threatens to raise his subscription price to $2. If he only knew it was just as easy to get $2 for a subscription to a country weekly as it is to get $1.50 or $1.00, he would raise it immediately and say no more about it.

As a rule the country publisher has too many apologies to make for his existence. Set a price that will bring a good margin of profit to the publisher, and say, "that's 'her'; take it or leave it." There is no cutting prices in Division No. 6.

W. F. JOHNSTON,
Convenor, Division No. 6.

Suggestions are Helpful

Ryley, Alberta.

Printer and Publisher.—I find that criticism of my work invariably results in new ideas and better jobs generally, and as you seem to take an interest in the same matter am enclosing my own resets of letter head, which you will perhaps remember reproducing in the January *Printer and Publisher*, with your own criticism. Will admit that these re-sets are result of study of your re-sets.

Also enclose cover of little program recently finished, and would be pleased to receive your opinion of the jobs.

Truly yours,

L. H. ARCHER.

Growth of Franklin List

The Porte Publishing Co., writing to this paper regarding the growth of their business. furnish the following list showing the number of users:—

You will probably be interested in knowing that we now have over ten thousand users of the Franklin Printing Price List. Below is a list of the users arranged according to the number in each state, which may be of interest to you.

Illinois, 593; Texas, 584; Iowa, 578; Pennsylvania, 520; Canada, 516; Minnesota, 474; Missouri, 456; Nebraska, 451; California, 448; Ohio, 445; New York, 442; Wisconsin, 391; Kansas, 342; Washington, 262; Indiana, 261; Colorado, 255; Michigan, 240; Oklahoma, 213; Arkansas, 204; S. Dakota, 178; Massachusetts, 145; Utah, 142; Florida, 136; N. Carolina, 135; N. Dakota, 134; New Jersey, 133; Oregon, 128; Mississippi, 100; Montana, 96; Idaho, 95; Louisiana, 92; Tennessee, 85; Virginia, 80; Georgia, 76; Kentucky, 71; S. Carolina, 70; Arizona, 56; Wyoming, 55; Alabama, 52; Maine, 48; W. Virginia, 47; Maryland, 41; Connecticut, 40; New Mexico, 32; New Hampshire, 28; Nevada, 26; Vermont, 17; Rhode Island, 12; Delaware, 3.

Will Make Their Own Paper

The Industrial and Educational Publishing Co. have made a new move, and have started on the equipping of a plant to make the paper required in the publication of their journals. The company, according to their own announcement, had not contemplated quite such precipitous entrance into the manufacture of paper, but the site of the Wanaque River Paper Company at Wanaque, N.J. was condemned by the Public Service Corporation of that state because the location was required to be included in the area to be flooded by a new reservoir. The whole plant was obtained on terms which made it advisable to go ahead immediately with the proposition. The intention is to break ground as soon as the frost is out and proceed to build the mill and install the machinery.

The Mergenthaler Linotype Company announces the appointment of Francis T. Denman to the position of assistant manager of its publicity department. Mr. Denman succeeds Norman S. Githens, for five years a member of the Linotype publicity staff, and now advertising manager of the F. Wesel Manufacturing Company of New York City. Although quite a young man, Mr. Denman has had several years' practical experience in the printing business. He is a graduate of the department of graphic arts of the Carnegie Institute of Technology, Pittsburgh, Pa., and formerly was a member of the publicity staff of the Westinghouse Electric and Manufacturing Company of East Pittsburgh.

High and Low Prices in Job Printing

Several Cases Are Reviewed Here

PRICES are still widely separated, in spite of all the organization and educational work that is carried on all over the country.

Here is a case in point. The Telfer Biscuit Co. asked for estimates on the order form as illustrated on this page. The original was larger, being 5½ x 8½. There were 40,000 in the lot, padded at the head and with board at back for slip-in cover. That means that the person using them had a permanent cover, probably leather, and the pads are used as fillers. The job is just an ordinary piece of commercial printing, and there should be nothing hidden in a simple estimate of the work.

The job was set, and seven electros were made, so that it would go eight down, making 5,000 impressions.

At the outset it might be stated that the customer got the job for $50, and the firm taking the work had an opportunity to check up its figures before closing the deal.

Printer and Publisher was able to secure the estimate sheets on this work as used by the Hunter-Rose Co., Toronto, and they show the following:

Composition 2½ hours at $2.50	$6.25
Lock-up	1.00
Press make-ready	4.00
Seven electros, $17.29, add $3.76	21 05
Stock—10 reams 16 pound, $32.30, add $8.20	49 00
Press work, 5M at $2.50	12.50
Ink	1.00
Cutting and padding	16 00
	$110.80

TELFER BISCUIT CO., LIMITED

STERLING ROAD
TORONTO, 19

Sold to

TERMS Salesman

No	DESCRIPTION	Price of Pkg.	WEIGHT	Price	EXTENSION	

Another Estimate on It

In order to get another estimate to make sure of this first being correct, as it seemed to be, this paper asked the Armac Press to give us figures they would quote for such a piece of work. Their estimate comes very close to that of the Hunter-Rose Co., and follows:

Stock 10 reams and 250 sheets (16 lb. at 25c.)	$42.00
Percentage of profit	10.50
Composition	5.75
Make-up	1.50
Seven electros and add 10 per cent.	18.25
Presswork, make-ready, 2 hours	5.50
Running time 5M	13.75
Ink, 2 pounds	1.75
Binding	11.00
Cutting stock	5.50
	$115.50

Printer and Publisher considers either of these prices a very fair one for the work, and it is quite conceivable that there should be that much difference between two estimates of this sort. There is one item on which there should not be a variation in the two estimates above, viz., the electros. It should be possible for this item to be put in as the same in each case, as the shops in Toronto work on the same price. If any shop can show us where the above figures are seriously at fault, we should be pleased to have the criticism. If the firm doing the work for $50 wishes to come forward and justify its price, our columns are open to hear about it.

Prices on Song Sheets

Over in Simcoe H. B. Donly, of the *Reformer*, has been doing a song sheet for one of the churches, and the price seemed a bit high to the customer. But let Mr. Donly explain that himself. He writes:

I thought you might be interested in this. We did the enclosed job three or four weeks ago. Foreman before beginning had quoted $18.50 for it. When it came through to the office the docket showed:

Stock	$3.00
Handling	.30
Cutting	.20
Machine, 4 hrs. at $2.00	8.00
Hand Composition	1.50
Cylinder	2.50
Delivery, etc.	.50
	$16.00

Stock is charged at what it cost. Its replacement value was less.

"I thought the quotation in the light of experience quite a close one but our customer did not and he got into an argument with the foreman. The result was that they, without telling me, asked a number of print shops for a price. They did this on unprinted stationery and so the printers could not identify our shop in the matter. Here is what they got:

Methodist Bookroom	$35.00
P. Davis, Hamilton	30.00
London Advertiser	27.65
Robert Duncan Co., Hamilton	25.00
Sentinel-Review, Woodstock	22.00
Lawson & Jones, London	21.00
Hurley Co., Brantford	20.00
A. Talbot, London	18.00
Reformer, Simcoe	18.50

"Don't you think there is still work for the missionary?"

The job is the ordinary style of hymn sheet, now quite popular, especially for evening services. It is set 15 picas

wide and the columns, two to a page, are 90 picas deep. The whole four pages are used, and the machine composition would run around fourteen thousand, so the charge of four hours on the work is quite reasonable. Hand composition, in the above estimate, has probably taken in make-up, etc. This is certainly not expensive, as there is quite a little sizing up in order to make the hymns come into columns. Press work charges are also very modest for the 500 copies, and from the wording would lead to the belief that it was done 250 and backed. There is no allowance for folding, but it may have been delivered flat. Honestly, H.B., we can't see where you're going to make anything much out of this job. Certain it is, you can look your preacher customer straight in the eye and tell him you gave him a good job at a close price.

Another Price Query

E. V. Bingham, of the Ridgetown *Dominion*, wants to know if he is too high. The job was a little enginering time card, 3 x 5½. It is a case of press work, padding and cutting, as four electros are furnished. The job required five reams of 17 x 22, 16 lb. stock. They are padded in 50, or 1,000 pads in all. The job went to a Toronto house, and Mr. Bingham wants to know if he is a profiteer or the Toronto printer too low. We don't know what Mr. Bingham asked, but the following would be a fair estimate in Toronto:

Stock, 5 reams 16 lb. stock, looks like 20c stock..	$16.00
Add profit, 25 per cent.	4.00
Ink	2.00
Lock-up one form	1.00
Press, make-ready, 1 hour	2.25
Running 12½M	18.75
Padding, cutting, etc.	10.00
	$54.00

The presswork on this might have been done several ways. A Kelly press is charged for at the rate of about $3.50 per hour, while a small job press, much slower of course, has a lower hour rate. An automatic should easily run the 12,500 impressions in four hours, while on a platen with a feeder it would take about eight hours. We consider the price of $54 fair, but not high.

Another Piece of Church Work

J. H. Tomson, of the Ormstown, Que., *Bulletin*, writes that he has received a rather stiff rebuke from a customer regarding a job. He charged $13, whereas the same work had been done locally as low as $4.75. There were 50 pamphlets, 4 pages, 400 coin envelopes with the month on each, that is 35 or so for January, 35 for February and so on; 400 more with the quarters of the year. This gives 16 changes and there would not be much left out of a half day when this was done. Coin envelopes are worth $2.10 per M., so the 800 could be put in at $2. Add for express and profit 50c, making $2.50. The work should be worth $6.50, making $9 in all. The four page leaflet has about one hour lino and one hour hand, with an hour for making up and press work. Clearing up and folding would use another hour. A good quality of stock is used. The work should be charged at $7, or $16 in all. We do not know what Mr. Tomson's rate of wages are, but we have made the figure below a Toronto price. If the customer got the work for $13 there should be no complaint—except from Mr. Tomson.

Ideas Clashed When Make-Up Time Came

By FLOYD S. CHALMERS

The *Khaki Varsity* was the undergraduate newspaper of the Khaki University of Canada, an educational institution set up in Ripon, Yorkshire, after the signing of the armistice to enable Canadian soldiers to study during the period of demobilization. It started as a result of the efforts of two former Canadian newspapermen at the University, who were "fed up" on studies—Ben Fox, late of the Toronto *News*, and myself, ex-municipal reporter for the Toronto *World*.

Let us pass over the initial troubles of getting the paper under way. It took a lot of bucking of army red-tape to get the idea through the snares of censorship, officers' inspection committees, personal likes and dislikes of generals and colonels who knew more about strategy than newspaper work, but when it was under way we told the O.C. that we wouldn't submit to all the red tape and we were given almost a free hand to run the paper.

We found a little printer in Ripon with an outfit almost as old as Caxton. He offered to give us an "artistic job" and to show what he meant he led us into one corner of his shop and proudly exhibited an array of type decorations of the pre-Victorian period, together with a quantity of about one hundred different styles of type, of which the newest was De Vinne. He was insulted when we ordered him to cut out the artistry and make a plain job of the paper. He had no lino and everything had to be hand set.

We were determined that our own ideas of make up would go, and the printer was equally determined that his ideas should prevail. It took a whole day to show the foreman of the shop why Canadian newspaper head lines were not set the same as headlines in the London *Times*. It took another half day to convince him that there should not be a cut off rule between the top deck and the second deck of a headline. He wanted to put rules everywhere, even between the headlines and the stories. On two or three occasions after we had O.K'd the proofs and left

The Khaki Varsity.

No. 3 Ripon Camp June 5th, 1919.

Students Leave Lectures to Flirt With Maidens on Scarboro Sands

ENDICOTT FAILS TO LAND SIRENS.

Smiler Club Disappointed by their Advance Agent.

Sapper "Sunny Jim" Endicott, of Arts I., is "in dutch" with his pals, and the latter are not disguising the fact. Sad to relate, it was the Scarborough picnic which led to his downfall.

Endicott, as a member of the Students' Council, was in the advance party to the seaside on Monday. Endicott, as a member of the "Society of Six Signallers, Sappers and Smilers," was delegated with full power to arrange social entertainment for the League on Tuesday. Endicott, as a member of the "Also-rans," was told about his failure in a decisive and Bolshevistic manner on Wednesday.

It wasn't altogether the fault of "James A." He did his best. For two hours he patrolled the streets of Scarborough, the beach, and the Park, his sunny smile worked overtime, but his glad eye and red patches simply would't connect with the proper brand of society fluff. The mermaids and sirens also received him coldly. Towards evening his luck changed, and he encountered a party which he considered "would do" for his friends.

Next day he hopefully piloted his crew to the appointed place, and there they waited, and then they sang "All dressed up, and no place to go." The fair maidens of Scarborough were not to be seen, and "James A." was dubbed a "bel-ow-a." poor organiser.

TRIP-LETS

What a lot of the boys enjoyed: Scarboromancing.

On the walls of Scarboro Castle, near one of the holes made by German shells in 1914, is a sign. "Persons damaging the walls will be prosecuted." Here is a clear case against the ex-Kaiser.

The University yells were new to Scarboro. "Is that their war-cry?" someone asked.

"That's the heartiest cheer that was ever given to me," said the Mayor, when the boys responded to Capt. Wilby's call for "three cheers for the Mayor."

By the way, how did Messrs. Potter and Brown, of agriculture fame, enjoy the company of the three unwilling fishmongeresses on the beach?

Gunner Murray Cole looked quite satisfied after missing his train. His capture was two!

"Andy," our dynamo of yell enthusiasm, created more than a stir with his rooters. He woke up Scarboro.

Capt. Clark, our jolly V.P., looked terribly lonesome. Why didn't he bring his Ripon Madamsoswell?

THOSE CLEVER SOPHS.

Heard in Arts II. Lecture-room:—

Gnr. S——, "Can you tell me where I can borrow a fountain pen?"

Pte. P——, "Sorry, old man, I haven't an inkling."

East Coast Holiday Town Invaded by Varsity.

MAYOR'S WELCOME.

A chilly breeze that made bathing a stunt to be tried only by the bravest of the brave was not sufficient to mar the happiness of the Khaki University students on Tuesday, when the college, about 1,000 strong, went to Scarboro' for a picnic.

The boys travelled to the Atlantic City of England for a good time.

They had it

Some yelled all day

Some ate all day,

Some loafed all day.

Some "clicked" once, twice, or thrice Scarboro's smiling maidens, with their fresh sea air style of complexion, were peculiarly susceptible to "the Canadians." Or was it that the Canadians were susceptible to the maidens' "Oh! la! la!" manner?

Scarboro' people weren't expecting their season to open until Saturday, but the Canadians

Continued on page 5.

the office he would slip in a couple of rules where we didn't want them just to show his independence.

We had another difficulty in getting paper to print our paper. There was a paper controller in action at the time in England and we had to go out and buy a flimsy newsprint at 18 cents a pound. It was blackmail and bribery but we were helpless.

The worst difficulty was to get the power to operate the press. The printer was rationed in his coal supply and just when our first issue was going to press the coal miners in England decided to go on strike. The printer refused to fire up his steam engine. We had to rush a "fatigue" of four men from the camp to turn an improvised crank on the press.

The *Khaki Varsity* came out for three issues under our supervision. Then we printed an article about the general's dance that was slightly sarcastic in a few spots and another story about 200 of the students who missed the train to camp when they were given a day on leave. The paper was banned and we were ordered up for court martial. There were protest meetings of the students, parades and similar demonstrations. In the excitement the editors were sent quietly out of camp by the Captain in charge of the educational work, and by the time the general officer commanding was completing his plans to have us arrested for our uncensored misdemeanors the editors were on the Olympic bound for Canada. Thus perished the *Khaki Varsity*.

Good Typography Being Taught in Hamilton

Annual Contest In Setting Ads

THE annual ad-setting competition of the Hamilton Technical and Art School took on a different form this year to the arrangement that was made last year. On that occasion a page of small ads was made up, and each boy had a different piece of copy from which to work. Although it was difficult to judge last year, it was even more so this year. In the 1921 contest the copy was furnished by the advertising manager of the Right House, Hamilton, and was a simple announcement of the opening of the spring fashion display. There were no suggestions given to the apprentices beyond the restriction that heavy type should not be used. The ad was two columns across, and seven inches down, a very nice size in which to work.

One can well understand that there was bound to be a certain over-running of ideas and styles in an office where all the boys were more or less coming under the same influence, and where they all had access to the same style of type and borders. This tended to make the work of judging more difficult even than last year where each ad treated of a different subject. The work of picking the winners was largely handled by O. J. Hutchinson, mechanical superintendent of the MacLean Publishing Co., and the editor of *Printer and Publisher*.

In order that several opinions might be brought to bear on the matter, the ads were shown to a number of people in the city, in order that it might be viewed from the angle of typography, of its appeal to the woman shopper, and also from that very important point, the value to the advertiser who is paying for the space.

One strange thing was that two women picked ads that were not regarded as being the best, when judged by those who were looking at them purely from the standpoint of typography. One of these, when asked why, replied that she could give no special reason, only that something in the make-up had the suggestion of spring—it was dainty and pleasing to look at. That brings out a baffling point. Here was an ad that had its faults from the standpoint of typography, especially when it is remembered that the ad was for newspaper display, and would probably have to take its chance with plenty of others in its claim for attention on the page, and yet it had an appeal in it that made it attractive to women—the very thing the message had in view. All of which would seem to indicate that an ad may conform to all the fine points of typography, and still lack atmosphere or something of that sort that makes it stand out and tell its story to the reader.

On the whole the students in the printing department of the Hamilton Technical and Art School are doing well. It is noteworthy that some of the boys who were well up toward the top in the contest held in 1920 stand high this year. F. H. Atkinson is doing a good work for the future of the printing industry in this country in giving over to the boys good, practical ideas about the matter of display, and pointing out the effects that can be secured through a proper disposal of white space mixed with black ink.

Criticising the Work

O. J. Hutchinson, commenting on some of the ads, says:—

There are twenty-three ads submitted, and considering the short length of time that the boys had at the trade, and the fact that they were given practically no hints whatever as to the essentials governing the setting of an ad of this kind, they have done remarkably well on the whole. With a few exceptions, there has been little attempt at gaudy or elaborate display; quiet dignity being dominant to the larger extent.

Thomas C Watkins, Limited

The Right House

Hamilton's Favorite Shopping Place

You are most cordially invited to attend the

Spring Opening

and Display of

Fashions

which will be held on Wednesday and Thursday, March 2nd and 3rd—at which we will show the new style features in every fashion of garment in the most exclusive modes adapted from the original Paris models expressly for us—and selected with a careful, consideration of your personal desires and preferences so that in viewing the newest of the new wear, you will have the added assurance of becomingness and attractiveness due to our knowledge of your wishes and our wide experience in dictating to the manufacturers the manner of the mode most pleasing to you. Please accept this as a most personal invitation and be assured of our utmost courtesy and effort in assisting you to view and select the most suitable of the new styles.

Thomas C. Watkins, Limited

The Right House

Hamilton's Favorite Shopping Place

FIGURE B.

Thomas C. Watkins, Limited

The Right House

Hamilton's Favorite Shopping Place

You are most cordially invited to attend the

Opening and Display

—of—

Spring Fashions

WHICH WILL BE HELD ON MARCH 2nd AND 3rd

At which we will show the new style features in every fashion of garment in the most exclusive modes adopted from original Paris models expressly for us—and selected with a careful, consideration of your personal desires and preferences so that in viewing the the newest of the new wear, you will have the added assurance of becomingness and attractiveness due to your wishes and our wide experience in dictating to the manufacturers the manner of the mode most pleasing to you. Please accept this as a most personal invitation and be assured of our utmost courtesy and effort in assisting you to view and select the most suitable of the new styles.

Thomas C. Watkins, Limited

The Right House

FIGURE A.

One of the biggest difficulties the boys have had to contend with in this contest has been to dispose of the firm name and slogan at the top of the ad. In many cases it has been set too large, conflicting with the main display immediately following, while in other cases it is small and dumpy, throwing the general distribution of white space out of balance. In other cases several very creditable ads have been weakened owing to the fact that all of the fundamentals were not brought out, such as the day and date. Then again there are cases where the fundamental display is well taken care of, but the general typography is poor, owing to shape harmony, balance, massing or white space not being well taken care of. However the purpose of a contest of this kind is to bring home to the contestants the necessity of taking care of all the essentials in good typography, and to show how the neglect of some apparent detail will often mar the whole effect, and the ads have been judged with these facts in mind, so that any criticism must be taken in the spirit it is given, which is intended to be of a helpful nature and not as a matter of finding fault.

In marking the ads, four points were kept in mind, and five marks was the possible on each, or 20 in all. The points were awarded on the following grounds:

1. Selling force or appeal.
2. Appropriateness.
3. Typography, which takes in all such points as spacing, balance, massed effects, disposal of white space, etc.
4. Emphasis of essentials, such as bringing out the meaning of the ad, and the date.

On these points the awards for the first four are as follows:

1. A. Stroud, 18 points.
2. George Thurston, 17 points.
3. C. A. Toll, 16 points.
4. W. S. Smart, 15 points.

The ad awarded the first prize, Fig. A, has much to commend it by way of making an appeal to the reader. The essentials of display are all brought out; the border and type face selected are in good taste for an announcement pertaining to such lines as ladies' apparel, the firm name at the top and bottom have been neatly handled, while the general typography is nicely massed and balanced, with plenty of white space to give the display the utmost prominence.

In setting an ad such as this the dominant thing to keep in mind is that the ad must have selling force. In other words the ad should attract and hold the readers' attention, therefore it should be striking and easy to read. The compositor should bear in mind that the moment he starts to set an ad he at once becomes a salesman, therefore force is required to put the goods across. This does not mean that the appeal should be shouted, but should be as strong as possible consistent with dignity.

The ad under review, still Fig. A, might have earned more strength had the two main display lines been set one size larger. The word "and" in "Opening and Display" might have been a size smaller if necessary, and the lines "Spring Fashions" might be strengthened by using a size larger cap "S" and "F". Also the inner rule of border could have kept 6 or 12 points closer to outside border if necessary. If this were done, the text matter might have been set in 10 point, being set 2 ems wider.

In an announcement of this kind, rules and dashes should be used with the utmost discretion. The dash on each side of the word "of" could be left off, and the two main display lines massed or drawn slightly closer together. The rules under the words "Spring Fashions" might also be dispensed with to good effect. As it is the hanging letters ride too heavily on the rules.

The value of the initial letter might be pointed out here. It is important that the reader takes in the whole announcement, and by starting the text matter with an initial letter is unconsciously led to read right through the text instead of dropping his attention at the end of the display.

Thomas C. Watkins, Limited

The Right House

Hamilton's Favorite Shopping Place

You Are Most Cordially Invited to Attend the

OPENING AND DISPLAY

—OF—

SPRING FASHIONS

Which will be held on

Wednesday and Thursday

March 2nd and 3rd

WE will show the new style features in every fashion of garment in the most exclusive modes adapted from original Paris models expressly for us—and selected with a careful consideration of your personal desires and preferences so that in viewing the newest of the new wear, you will have the added assurance of becomingness and attractiveness due to our knowledge of your wishes and our wide experience in dictating to the manufacturers the manner of the mode most pleasing to you.

Please accept this as a most personal invitation and be assured of our utmost courtesy and effort in assisting you to view and select the most suitable of the new styles.

Thomas C. Watkins, Limited

THE RIGHT HOUSE

FIGURE C.

Quite a Different Style

The ad awarded second place, Fig. B, has much to commend it by way of its appropriateness and dignity. The use of the ornament shows originality, and has been used with good taste. Typographically the ad has been neatly balanced, with proper distribution of white space, while the firm name at top and bottom has been neatly handled. Still the lines, "The Right House," are a size or two too large in relation to the main display. An important point has been overlooked in that the date of the event has not been given prominence.

This ad was chosen by several ladies as being the ad that appealed most to them. They claimed there was a certain daintiness or lightness to the plan that they liked. The three display lines, top, centre and bottom, have a sameness that should be avoided if possible. One might claim that it lacked the strength required in a good

Thomas C. Watkins, Limited

THE RIGHT HOUSE

Hamilton's Favorite Shopping Place

You Are Most Cordially Invi ed to attend the

Opening and Display

of

Spring Fashions

which will be held on Wednesday and Thursday, March 2nd and 3rd, at which we show the new style features in every fashion of garment in the most exclusive modes adapted from original Paris models expressly for us and selected with a careful consideration of your personal desires and preferences, so that in viewing the newest of the new wear, you will have the added assurance of becomingness and attractiveness, due to our knowledge of your wishes and our wide experience in dictating to the manufacturers the manner of the mode most pleasing to you.

Please accept this as a most personal invitation and be assured of our utmost courtesy and effort in assisting you to view and select the most suitable of the new styles.

THE RIGHT HOUSE

Thomas C. Watkins, Limited

FIGURE E.

Thomas C. Watkins, Limited

THE RIGHT HOUSE

Hamilton's Favorite Shopping Place

You Are Most Cordially Invited to Attend the

Opening and Display

—OF—

Spring Fashions

Which Will Be Held on

Wednesday and Thursday

March 2nd and 3rd

WE will show the new style features in every fashion of garment in the most exclusive modes adapted from original Paris models expressly for us—and selected with a careful consideration of your personal desires and preferences so that in viewing the newest of the new wear, you will have the added assurance of becomingness and attractiveness due to our knowledge of your wishes and our wide experience in dictating to the manufacturers the manner of the mode most pleasing to you.

Please accept this as a most personal invitation and be assured of our utmost courtesy and effort in assisting you to view and select the most suitable of the new styles.

Thomas C. Watkins, Limited

THE RIGHT HOUSE

FIGURE D.

newspaper ad, and in a sense it has the marks of a job compositor on it rather than of the display ad man.

A Stronger Style Here

The ad chosen for third place, Fig. C., is good in that it has strength, yet is dignified. Here again the firm name is nicely handled without conflicting with the main display. The shape of the ad would be improved at the top if the word "invited" were put at the end of line above. This would do away with the wide spacing in second line, and a pyramid effect be obtained, and in such a way as not to conflict with the panel immediately above. The line "which will be held on" might have been one size larger, which would also have helped the shape in relation to the two lines immediately following. The initial letter is used to good effect here. However the second and third lines should have been set flush to the body of the initial letter so as to obtain equal white space around the initial. This is one of the little things that is so easy to overlook, yet is important in the matter of correct typography. The last line of the ad might have been slightly letter spaced in order to avoid the wide spacing between words, which is to be particularly avoided where a condensed letter is used.

Although this specimen is put in third place it has something to commend it that many of the others have not, viz., strength. It could stand up well in any page, and be good value to the man who is paying for the ad. It is a little stiff from the use of caps in the three main lines, and the reading matter in the solid part runs out a little too wide. In working in this shape it must always be remembered that length is required rather than width, and that even a pica em at each end makes a great difference.

The ad selected for fourth place, Fig. D., is appropriate and neatly extended. The main fault is that it carries too much white space around the top half of the ad. This could be overcome to a large extent if the two main lines were one size larger. There would then be more strength to the appeal, and the monotony of the ad would be relieved, as the two lines "The Right House" carry too much of the same weight as the main display.

The fifth ad is chosen for its appropriateness and quiet dignity. Here again the ad is weakened owing to the fact that the date of the event is not given prominence. The grouping could have been improved by placing 6 points more between first and second lines of the display. This could be taken from under the line "Spring Fashions" with good effect. The rule border should be the same around each panel, preferably 1 point.

Figure E.—The apprentice who set this ad should be encouraged. Sorry we couldn't put him "in the money," but there are defects that could hardly be overlooked. Still there is a very apparent attempt to get away from the beaten path. and any move in this direction should be encouraged and guided in right channels. This compositor has made his top fairly strong and in doing so has used up an inch and a quarter of his valuable space. The bringing of the inside rule too far from the outside has also aided in cramping the work. The beauty of an ornamental letter in such a place is when it has a chance to show itself off—to throw itself—if that phrase fits better. The letter as it stands here is more or less smothered at the tail, and the severe straightness of the cap "F" clashes with the long sweeping line of the ornamental "S". Then again the compositor has neglected to bring out a very essential detail, viz., the date. Room for this could have been found by a little more economy of space at the top, bringing the whole "spring" up farther, even to crowding out of the word "of." The "S" could also go to the left farther, and the body type at the bottom would then be about right to allow of good balance.

Announcement of change of ownership and management of the Montreal *Herald* and the Herald Press, Limited, has been made. The new organization is to have a distinctly military flavor, in that it will be staffed as far as possible by ex-members of the Canadian Expeditionary Force.

A portion of any profit the paper may make will be devoted to cases of sickness or other needs among disabled soldiers. The executive will be composed of well-known Montrealers who served overseas. The managing director of the companies will be Lieut. A. C. Morton, who is well known in Canadian journalism.

With Our Advertisers and Subscribers

Mr. J. J. Scott, of J. J. Scott, Ltd., New York, plans to visit Toronto and Montreal shortly.

The Canada Paper Co. of Toronto, have been issuing some splendid direct advertising featuring their Fibre Cover Stock. These samples are being mailed out, printed in two and three colors. The splendid printing qualities of this stock are well displayed.

The Office Specialty Mfg. Co., Ltd., campaign promoting their "Fire Wall Filing Cabinets" is worthy of special notice. The effective copy, good typographical arrangement, and color presswork shown on the different pieces of advertising are excellent.

The Intertype Corporation have recently issued a very attractive announcement regarding the installation of their machines in the office of the Montreal *Daily Star*. A decidedly effective folder is the one entitled "Another Red Feather." This is printed in three colors.

The Dexter Folder Co. announce the opening of their New York sales office and service department at 28 West 23rd St. The announcement is on plate, deckle-edge, India tint stock, printed in brown and olive inks. The wording is hand lettered. Interior and exterior views of the new location are shown.

A. G. Burton's Son Inc., manufacturers of Peerless bookbinders' machinery, now located at 117 S. Clinton St., Chicago, are preparing to move into larger quarters at 218 N. Jefferson St., Chicago. Burton's Son Inc. have been at the Clinton St. address for some 15 years. Upon the death of A. G. Burton the company was reorganized, B. E. Brown becoming secretary and H. C. Nygren becoming general manager. H. C. Nygren was formerly connected with the Latham Machinery Co., of Chicago.

Three times each year the Modern Printing Company, of Montreal, issues a four months' calendar, always well arranged and printed. But the April-July, 1921, issue is probably the most effective of all. Printed with a solid gold background covering the entire calendar with the exception of the date card and the slogan, "Montreal's Best Printers," with lettering in red and black, and the three color patriotic border surmounted by emblematic shields, this issue is a first-class example of the printer's art in design and pressmanship.

The Liberty Folder Co., of Sidney, Ohio, have sent out some very interesting advertising matter of late. One of these pieces shows the various folds that the Liberty Model No. 90 will make, 8 in all, accommodating almost every style of advertising folder idea. The other circular illustrating the Liberty Junior Model No. 90, showing the large halftone in the centre with the arrows and features printed in red leading to the different parts of the machine, is very interesting. The general catalogue of Liberty folders is one that should be in the possession of every printer.

Norman S. Githens, former assistant manager of publicity for the Mergenthaler Linotype Co., has become advertising manager of the F. Wesel Manufacturing Co., manufacturer of printing, photo-engraving, electrotyping and stereotyping equipment. His vast general advertising experience and close association with the printing industry makes him the logical person to organize and direct an advertising department about to undergo expansion. The advertising department of the F. Wesel Manufacturing Co. is maintained at the main offices of that concern, 72 Cranberry street, Brooklyn.

Owners of Old Style 8 x 12 Chandler & Price presses will welcome the announcement made by the Miller Saw-Trimmer Company that a recent slight change in design makes it possible to apply the Miller automatic feeder, as well as the new envelope attachment, to presses numbered from 259,577 upward. Heretofore it was deemed impracticable to supply feeders for other than the New Series 8 x 12 presses. As a consequence thousands of owners of the Old Style model were deprived of the advantages of not only the Miller feeder, but also of the envelope attachment. The announcement to Miller salesmen the first of the year that this feeder was now available has resulted in a large number of orders. The Miller Company is concentrating its manufacturing facilities on this one machine with the result that all orders are being taken care of promptly.

Typothetae Will Resist The 44-Hour Week

How Ontario and Quebec are Organizing

THE employing printers of District 16, U.T.A., which takes in Ontario and Quebec, state that they will absolutely not have the 44-hour week in their shops.

The International Typographical Union, on the other hand, state definitely and unreservedly that on the first of June they are going to have the 44-hour week or strike for it.

That, in brief, is the situation as it faces the book and job printing business in Canada now.

District 16, of U.T.A. has in its membership 84 per cent. of the mechanical payroll of the district it serves, outside of the newspaper offices. Points organized include Montreal, Quebec City, Ottawa, Toronto, Hamilton, Guelph, Galt, Kitchener, Stratford, Waterloo, Brantford, and several other points in that territory. At present a membership drive is being completed in Toronto, and a large number of new members are being brought in. The chairman of the committee carrying on this work informed *Printer and Publisher* that he had not met or heard of a case where an employing printer, whether he was a member of the Typothetae or not, favored the shorter working week. They were a unit in holding out for the 48-hour week.

The Meeting in Montreal

The meeting at which the policy of the Typothetae was outlined was held at Montreal on February 18 and 19, those attending being as follows:—From Toronto, J. C. Acton, Douglas S. Murray, A. L. Lewis, Q. B. Henderson, C. Dudley Thomas, F. M. Kimbark, G. M. Rose, F. S. Thomas, D. B. Taylor. Montreal, J. R. Henderson, W. A. Desbarats, S. A. Paquin, Gerald Markham, C. Gordon Brown, A. W. Walker, C. C. Ronalds, Travice A. Tod, A. B. Chaffee, Gain E. D. Cornell, W. W. Southam, Eugene Tarte. Ottawa, D. T. McCarthy, T. H. Martin, F. W. Runge, Hiram A. Crain, F. Boardman. Quebec, D. G. Smith, J. R. Paradis, H. Gagnon. Hamilton, Philip Davis, G. M. Elliot, W. R. Turnbull. Brantford, J. J. Hurley. Kitchener, I. A. Shantz.

Considering New Negotiations

Following are some of the clauses recommended for use by employers when making new agreements with their employees. To one at all familiar with I.T.U. law it will be seen at once that they clash with regulations of the International, over which local unions have no control.

The first clause provides: "Prior to proceeding with negotiations, it is to be mutually agreed that any disputed question be settled by arbitration, the Board of Arbitration to consist of five men, two selected by the Employers' committee, and two selected by the Employees' committee, and a chairman selected by these four. The finding of the Arbitration Board to be binding on both parties to the negotiation. The expense to be equally divided between employers and employees." This was carried unanimously.

Then follow other clauses dealing with matters of negotiation and bargaining, the most important being:—

"We recognize the rights of employers and employees in the same trade to organize for the betterment of their condition.

"We recognize the right of collective bargaining on the part of such organizations.

"We accept the principle that no employer or employee is to be discriminated against by either for being a member or a non-member of such organizations.

"We accept the principle that neither party to an agreement is to be subject to the rules or regulations of the organization subscribing to the agreement unless said rules and regulations have been mutually agreed upon, and incorporated in said agreement.

"We believe employees are entitled to a minimum wage, based on the technical skill required and the value of the service rendered, plus as much more individually as an employee's industry, efficiency and responsibility warrants.

"We believe that a minimum wage should take into consideration the cost of living, and that said minimum wage should be adjusted yearly, varying up or down according to prevailing conditions, and as the cost of living increases or decreases.

"We suggest as far as practicable that all agreements in Canada be made to terminate on March 31st."

Means the Open Shop

The above clauses, were they put into operation, mean the open shop, and nothing short of it, and members and officials of the Typothetae, when questioned on this point, stated that they were certain there was no alternative for them to pursue in view of the fact that the employees were pressing for a 44-hour week at a time when it was impossible for them to consider such a move.

One employer, speaking of this matter to *Printer and Publisher*, said, "This move means too great an increase at a time when prices and wages are on the way down from war-time peaks. Here is what the 44-hour week means, as figured out by the Department of Research of the Typothetae."

The statement follows:—

Assuming as a fact that which is approximately the truth, that the average plant over all has 60 per cent. productive time, this leaves 40 per cent. non-productive.

"This 40 per cent. is made up of two parts, approximately 12½ per cent. idle time and 27½ per cent. non-productive.

"In a week of 48 hours, this gives us 28.8 hours productive, 13.2 hours non-productive, and 6 hours idle time.

"Now it is an unfortunate fact that this 6 hours idle time remains a constant quantity regardless of the number of regular hours worked per day, being made up in large part of the time wasted in starting and stopping work at the beginning and ending of the morning and afternoon sessions.

"So for the 44-hour week, we set down 6 hours as idle time. This leaves us 44 minus 6 or 38 hours to be divided to productive and non-productive time in the proportion of 60 to 27½ or 26.05 hours productive to 11.95 non-productive. Thus our 44-hour week divides up into:

26.05 productive
11.95 non-productive
6 idle time

"Assuming that the costs of the plant remain constant, the formula then is 100 divided by 26.05 minus 100 divided by 23.8, which equals the difference in the basis hour costs between 48 and 44-hours per week. One hundred (100) divided by 26.05 equals 3.838 and 100 divided by 28.8 equals 3.472; 3.838 minus 3.472 equals .366. Multiply by 100 and divide by 3.472 and we get 10.54 per cent. which is the percentage of the increase in hour costs which will be caused by the change from a 48 to a 44-hour week, all other costs and conditions remaining constant."

Organizing For a Fight

The Montreal meeting went further, and made preparations for handling in a collective way their interests in the event of the struggle which seems almost certain to come. These resolutions give some idea of the far-reaching nature of the organization work which has already been brought to completion:—

Resolved:—"That the executives from the various Canadian Local Typothetaes now in session, go on record as being opposed to any reduction in the present working week, 48-hours.—Carried unanimously.

"A contingency fund to be created in every local printing centre equal to a three months' payroll and overhead for each plant, and that a committee be created in each centre to collect and handle the fund.

"As an additional defence, every member is urged to take out strike insurance and include the cost thereof in his general overhead, and that a committee be created in each centre to gather further data and see that all members take out the insurance."

An official of District 16 is authority for the statement that the fund at the disposal of the employers will amount to $2,500,000.

In the Canadian West

The Employing Printers' League, in session in the Imperial Hotel at Portland, a few weeks ago, discussed the matter. This

League takes in offices in Oregon, Washington, Idaho, Montana and British Columbia. The 44-hour matter was discussed at some length, the result being summed up in their resolution which was adopted without dissent:—

"*Whereas* the Northwest Employing Printers' League is faced with a demand on May 1st, 1921, for a reduction of the work-week to 44-hours, entailing increased cost to the public in our product which we know we cannot obtain or justly ask, owing to the insistent demands by the public for decreases in all commodities:

"Now, therefore be it resolved by the Northwest Employing Printers' League, in meeting assembled, to pledge ourselves not to accede to the demands for any work-week less than forty-eight hours, except where an obligation or contract agreeing to grant same now exists; and we further pledge ourselves not to make local or individual contracts with employees or groups of employees on pay basis other than 48-hours per week."

Ask Withdrawal of 44-Hours

Officials of the Typothetae in Canada place considerable importance on the move recently made by the "Closed Shop" division of Chicago, New York and five other cities, when they called on union leaders to reconsider the 44-hour week demand on account of the state of trade and general price tendencies. Their resolution in full follows:—

"*Whereas*, the employing printers, members of the Closed Shop Division of the United Typothetae of America, are face to face, on May first, 1921, with the problem of the 44-hour week in the printing trade by reason of the demand of the officers of the International Unions to adopt the same, based upon a certain action taken at a meeting of the closed shop division of the United Typothetae of America in New York City in September, 1919, relating to the said 44-hour work week on May first, 1921; and

"*Whereas*, the reversal in the economic and industrial conditions prevailing at the time of said meeting and those now prevailing makes it suicidal for the printing industry to accept any proposition at this time for a reduction in the weekly work hours now prevailing; and

"*Whereas*, in the present appalling stagnation of industry and world-wide depression in business, any increase in production costs whether by increased wages or reduced hours of work will retard the gradual return to normal industrial conditions now in progress; and

"*Whereas*, the said criticial condition in industry demands for its solution not an insistence upon rights but a broad spirit of co-operation and self-sacrifice on both sides to meet a condition now facing the industry; and

"*Now, therefore, be it resolved*, that the closed shop division of the United Typothetae of America at a meeting held in the City of Chicago on April first, 1921, hereby insistently requests a withdrawal by the International Unions of their demand for the adoption of the 44-hour work week on May first, 1921, in order to conserve the mutual interests of employees and employers alike, and further recommends to said International Unions that immediate steps be taken by them to retract and withdraw said demands."

When this resolution was brought to the attention of Union officials, they stated the men were solidly back of the 44-hour week and were determined to put it into effect May 1st.

A Toronto Statement

In the last issue of their house organ, Croft & Wright, Toronto, refer to the matter, as follows:—

"The International Typographical Union of America, one of the strongest unions in the world, demands that the working week be reduced from 48 to 44-hours, beginning June 1st, this year. Judging from the literature coming into our office from local Typothetaes all over America the employing printers are determined that the cost of production in the printing business must not be allowed to increase, which is inevitable if hours are decreased or wages increased.

"As the United Typothetae of America (an organization of over 5,000 master printers in the United States and Canada) is at least equally as strong and well organized as the Union, a merry tussle is to be expected if both sides stick to their guns.

"It is hard to conceive of an organization of reasonable and enlightened people, such as compose the printing trades unions of this city, having the hardihood to actually go on strike for shorter hours and higher pay at a time like the present when labor is plentiful and living costs are being steadily reduced, especially when the master printers of Toronto, about a year ago, voluntarily gave them an increase of 10 per cent. to meet the, then, rising living costs.

"Most of the printing offices in Toronto are open shops—that is they employ whom they please. In our shop, all we ask of our men is that they do their work efficiently and well. Whether they belong to a union or not does not interest us. The position we take is that this is a free country. If an employee doesn't suit us we regretfully let him go. If we don't suit him he is at liberty to leave. If, on June 1st, any of our employees should go out on strike in an attempt to enforce demands obnoxious to us we shall carry on as best as we can until their return to reason. Careful consideration of our internal conditions leads us to believe that we could operate under strike conditions within 25 per cent. of normal efficiency, and with a little overtime could continue 'business as usual.' "

Graphic Arts at Chicago

We have no hesitation in recommending our readers to turn to the full page ad in this issue of the Graphic Arts Exposition to be held in Chicago, July 23rd to 30th. The Exposition is being conducted by an organization of printers for the benefit of printers and while it is held in Chicago it is international in scope. It is designed to bring together producer and manufacturer for the benefit of each and, therefore, is worthy of the heartiest encouragement of everyone. The pressing need of every employing printer just now is efficiency in production. With the general tendency of prices to fall, as at present, he cannot hope to stand the storm unless he can set off against his heavy overhead an increased production to enable him to meet lower prices and still make a legitimate profit. The exhibitions at the Exposition are going to have working exhibits of the latest improved equipment and will have experts in charge to explain in detail and to discuss new methods.

The annual meeting of the Canadian Daily Newspaper Association will be held in Toronto on Tuesday, May 3rd. No outside speakers are being brought in, and purely business sessions are contemplated.

Southern Manitoba Publishers

At Killarney, the newspaper men of southern Manitoba, between Manitou and Melita, held a meeting to discuss problems common to the fraternity, and make recommendations to the annual convention. There were present: T. Beveridge, *New Era*, Melita; W. S. Watson, *Times*, Deloraine; W. V. Udall, *Recorder*, Boissevain; W. A. and N. E. Bourns, *Packet*, Minto; J. H. Monteith, *Guide*, Killarney; T. G. McKitrick, *Courier*, Crystal City; R. Thornton, *Canadian*, Manitou.

It was resolved to organize the papers on the line into a district, and the officers elected were:

President, J. H. Monteith; vice-president, T. Beveridge; secretary, W. S. Watson.

The meeting decided to recommend a fee for district membership. It was also resolved that a recommendation be made to the provincial association regarding a contest in the make-up and general appearance of Manitoba weekly newspapers, with a view to improving the papers in this regard. Sections in contests to be arranged for 5, 6, and 7 column papers.

Prices of advertising were discussed and comparison showed that some offices were below and some above current rates. A flat rate was struck for foreign advertising, viz: up to 100 inches, 25c per inch gross; over 100 inches, 20c. Travelling shows advertising was set at 40c per inch. Auction sale advertising was placed at 25c per inch where bills were also printed; where only advertising was ordered the rate was to be 50c per inch. The price of sales bill was struck at $8.00 for 50 bills.

After the meeting the visiting editors were entertained to dinner at the home of Mr. and Mrs. Monteith. To wind up a perfect day, a challenge to a curling game was accepted, and skip Udall, Watson, Thornton and Bourns went down to defeat in a game with Jewell's Cubs of Killarney. The score was too large to mention. Most of the editors present intimated their intention of attending the big Press Convention at Vancouver in June.

Manfred Darmstadter, previously on the staff of the Martin V. Kelly Company, at Toledo, has been appointed advertising manager of the Audit Bureau of Circulations, Chicago.

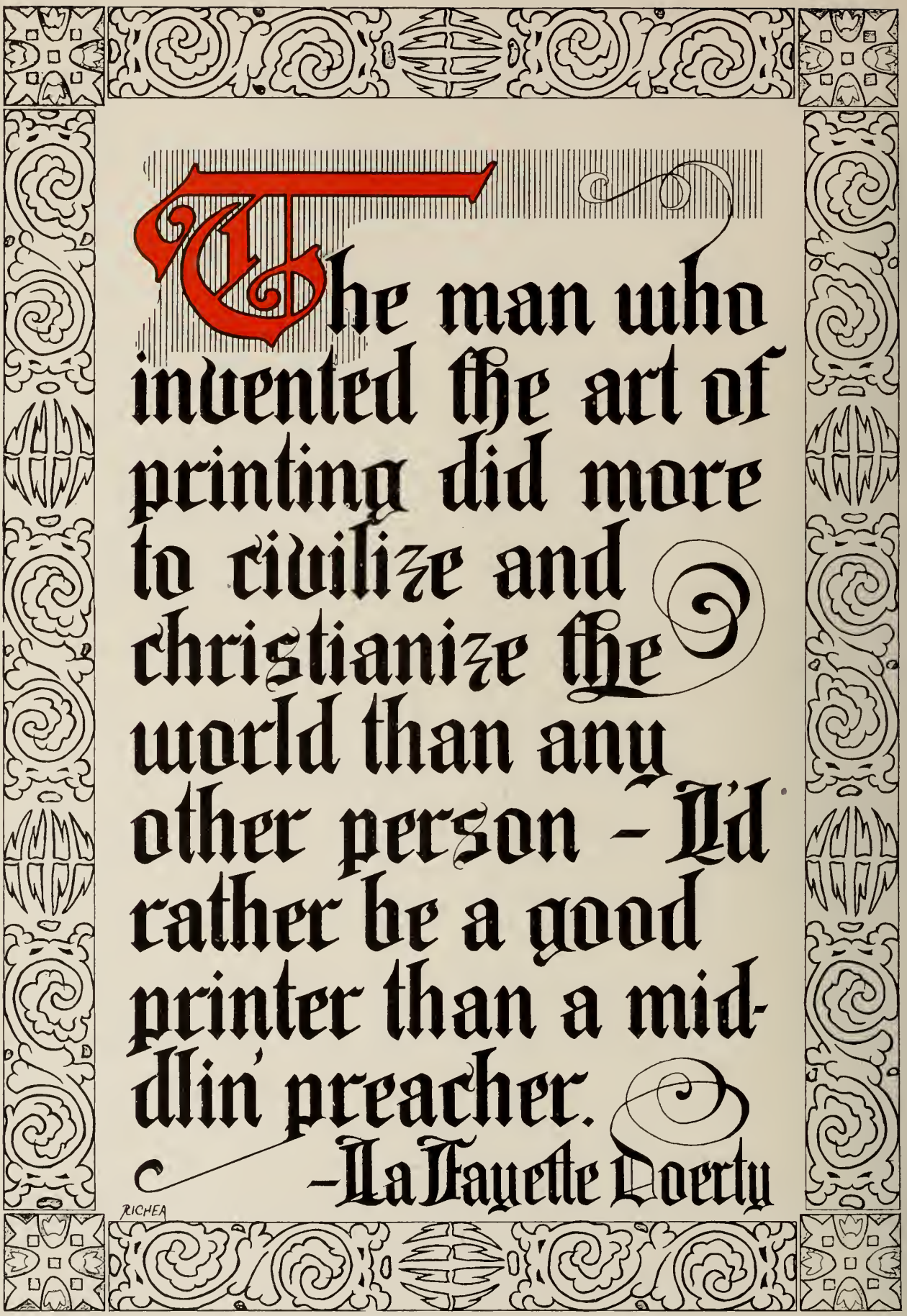
The man who invented the art of printing did more to civilize and christianize the world than any other person - I'd rather be a good printer than a middlin' preacher.
-LaFayette Doerty
RICHEA

FIGURE A.

Designed by A. J. Richea, Toronto.

REVIEW OF JOB SPECIMENS

If You Want an Opinion on Your Work, Send It In

THE progress that has been made in printing in the past score of years is truly remarkable. Immense strides have been made in every branch of the business and one of the interesting features of this advancement is seen in the evolution of typographical display.

A few years ago the compositor who had exceptional skill as a rule-twister, and who was an adept at turning type lines into time-consuming contortions, was much in demand. But his day is past. He has been dethroned by the man who can produce simple, readable display composition with a minimum amount of labor, yet impart to it an atmosphere of dignity and beauty.

There are underlying principles of design acting as guide posts to the compositors, or typographical artists, responsible for the outstanding work in the printing field to-day.

Importance of Harmony

Prominent, if not supreme, among these principles is that which pertains to harmony.

The necessity for harmony controlling every element and detail of a display composition cannot be over-estimated where there is a desire for artistic work.

What is harmony? According to Webster's interpretation it is: "The just adaptation of parts to each other in any system or combination of things, or things intended to form a connected whole; such an agreement between the different parts of a design or composition as to produce a unity of effect or an aesthetically pleasing whole."

In the terms of this definition it is apparent that a harmonious typographic production must appear closely related in all its elements—type, color, mass, shape, and appropriateness.

In job composition, as in advertisement composition, harmony should be constantly in the mind of the compositor as he plans and builds his design. The aim should be constantly in the direction of harmony in type, rule, border, and ornamentation.

A. J. RICHEA,

Typographer and artist, designer of the work appearing on the opposite page.

If the job in hand suggests a heavy effect, such as might be appropriate for a machinery firm, then the display type, border and ornaments should be heavy in tone and closely related in character. If the job in hand suggests light effect, or intermediate effect, such as might be appropriate for a millinery store, then the display type, border, and ornamentation should be in accord.

We nevertheless often see appealing effects which violate these principles to a certain extent. These jobs have been handled by men of the highest typographical skill. Despite this fact harmony is of par value in setting the great majority of printing jobs and will always remain one of the foremost principles in the production of artistic typography. Particularly is this true of harmony in type style. For instance a job set in "Caslon Bold" and "Cheltenham Bold" combined would prove discordant. Set entirely in one or the other of these type families a much more pleasing and harmonious effect is assured.

There are jobs which allow for sufficient contrast by virtue of the various sizes of type used. Other jobs seem to require certain matter, especially if there is a good quantity, set in lighter face than the display lines. In nearly all cases the best results will be secured by adhering to light face of the same family as the heavier display or type similar in characteristics of design.

Harmony of Shape

There are other important points affecting harmony that should be considered besides harmony in tone of type, border, rule and ornamentation. That is harmony in shape and color. Harmony of shape will result from the use of general shapes that are related.

Harmony in color is not always a problem of typography, but it frequently comes up and the designer of printed matter must have color judgment of a high order. There is a tendency among printers to be too lavish in the use of color whenever

Samples, Please!

THAT was a pretty nice job you turned out for Brown & Co., the other day. It's the kind *Printer & Publisher* likes to reproduce. Will you kindly send in a sample? You have several other attractive pieces of work too, letterheads, booklets folders, and other jobs which would fit in well in the job specimen department of *Printer & Publisher*. In fact, you are welcome to send in any job you regard as being particularly artistic and effective, or a job which you would like to have criticised.

Mail Them To-day

color is part of the work in hand. One or two parts brought out in color and harmoniously arranged with due regard to the strength of the other parts of composition lends dignity and beauty, whereas lavishness only tends to make the design chaotic and difficult to read.

Be Simple, Be Harmonious

Simple, harmonious setting leads to legibility, as well as attractiveness, and it should be borne in mind that anything in print which cannot be easily read fails in its purpose to a great extent.

"Simplicity invariably stands for good taste, and, believe me, if you make your work beautifully simple, it will then be simply beautiful." These are the words of J. R. Riddle, a prominent English typographer, whose words on the selection of type faces should be noted.

"Fancy faces are all right in their place, they have their legitimate uses, but it is pretty safe to assert that they spoil more sales than they make, and they should never be considered, if at all, for any but the very briefest announcements. For catalogues, booklets, or printing that require the serious and sustained attention of the reader, they are utterly unsuited. But here one's sense of fitness will keep one right. Obviously one would not think of setting, say, a dainty brochure on corsets in a heavy block letter. And on the other hand an engineer advertising iron girders would be ill served by having his matter set in Kennerley.

"The fewer ranges of fonts a printer has the better service will he give to his clients. We consider that, say, Caslon, Plantin, Cheltenham, Windsor and Kennerley, and a simple Sans, are quite sufficient equipment for any printer, whatever the size of his plant or the extent of his ambitions. Quite a big business could be built up on Caslon alone."

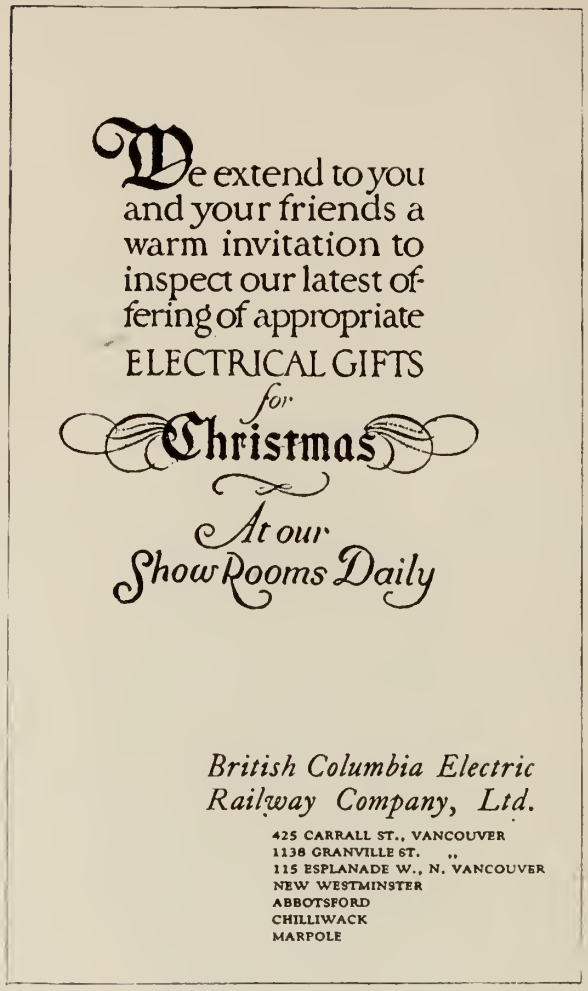

FIGURE B.

Job Specimens

Now, we will consider how close the job specimens that have come to hand in the past month conform to the principles set forth in the foregoing remarks. Each of these jobs has been reproduced and herewith presented for consideration.

FIGURE A.—This is work of A. J. Richea, artist and typographer, of Toronto. Mr. Richea is not only a typographer of outstanding attainment, he combines his skill in arranging type with that of drawing with pen and brush. The example of his skill with the pen is depicted in the arrangement before us. The border is finely executed; note the variety shown in the design and the harmony in tone maintained throughout; this variety and consistency of tone makes the border an attractive feature and overcomes any tendency towards monotony. The design exhibits good judgment too in the use of color. Mr. Richea knew where to start and where to stop.

FIGURE B.—A sample of work from Rose, Cowan & Latta Limited, Vancouver. The original appears in red and green on buff antique stock with single feathered edge. Pleasing harmony is shown in the distribution of color by putting the initial letter "W" and the word "Christmas" in red. The wording is in hand lettering and Caslon light face types, and has a harmonious and artistic appearance. The design affords a study in balance. It shows how the laws of leverage can be employed to deviate from common center balance.

1921 MAR. 1921
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31
SOUTHAM PRESS LIMITED
1921 MAY 1921
S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31
Wait for Canadian Strawberries and Tomatoes
SIR HENRY DRAYTON has been for months advising us to buy goods made and foods produced in Canada. Addressing the Retail Merchants' Luncheon in Ottawa the other day, he said among other good things:
"In the 11 months ending February, 1920, we imported from the United States $707,000,000 worth of goods. In the corresponding period this year we imported $792,000,000 worth. Do you think it is a good thing to multiply commodities in a falling market? At a time when the Canadian dollars were without 100% per cent. recognition, we, nevertheless, increase our purchases by $85,000,000.
"Canada is one of the chief agricultural countries in the world. Canada is capable of providing excellent fruits, yet in the nine months ending December 31, 1920, Canada imported $27,000,000 in fresh and preserved fruits—and these from the most expensive market."
"What is the matter with the Canadian apple? During that period we imported 198,000 barrels—Our magnificent last year's crop was left largely to rot and waste in the fields. What is wrong with us?"
"We imported 2,000,000 pounds of strawberries, all from the United States. We get into Canada from the most expensive market, 4,000,000 pounds of out-of-season tomatoes. Last year we got 3,000,000 dozens of eggs from the United States.
Would it not be good business this year to wait for our own Strawberries and Tomatoes? With very little sacrifice on our part, as individuals, that whole $27,000,000 ($30,000,000 in our money) could have been kept in Canada.
WHY DO NOT CANADIAN PRODUCERS ADVERTISE THEIR GOODS AS THE AMERICANS DO?
1921 APRIL 1921
S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30
19 Duncan Street, Toronto, Ont.
Southam Bldg., Montreal, Que.

FIGURE C.

FIGURE C.—It has become traditional to expect something good when it emanates from the Southam Press, Limited, Toronto. The blotter shown here is no exception to the rule. The border decoration in the original, which is 9″ x 4″, was run in sage green ink, and the reading matter and calendars in black. The stock used is white blotting. The reduced reproduction shown on these pages being all black makes the border appear somewhat heavy, but the harmony of tone in the original is very even. Read the message on this blotter; it is as interesting as it is original.

FIGURE D.—A tailor is expected to wear well-made clothes—and a printer is expected to put his best efforts into the printing he uses to advertise his business. The job department of the Galt *Reporter* takes heed of this fact, judging by this sample of work. The original appears in dark brown and orange, the orange being employed sparingly and to good advantage in the initial letter and border. To emphasize the fact that the *Reporter's* job department is right up-to-the-minute Gowdy type is used entirely.

FIGURE E.—This, too, represents work produced in the Galt *Reporter* job department. It is a booklet cover design, size of the original 6¼″ x 6¼″. The outside border if indistinctly shown in the reproduction which considerably detracts from the original appearance of the page; the original is faultless in that respect. It is usually better to vary the margins in composition of this kind, but it is questionable whether the narrowing of the margins between the two borders and increasing the space between the type and the inside border would prove beneficial as the design as a whole is pleasing and effective as it stands. The writer would prefer, however, to see the firm name, and address in bolder type—the same style of type as the heading, but of course, not as large.

FIGURE F.—Another job from Rose, Cowan & Latta Limited, Vancouver. There is nothing particularly unique or splendid featuring this piece of work, but it is well arranged and has a very neat appearance, thanks to the use of harmonious type faces carefully selected as to size. The job is printed in green on a stiff white card of good quality.

FIGURE G.—To prove that Rose, Cowan & Latta Limited, Vancouver are consistent producers of fine work another example is presented for consideration. The use of capital letters in such an abundance may not meet with the approval of all students of typography, but in this case very few critics will take exception, considering the nature of the work and nicety of the type arrangement. Gowdy is a type unsurpassed for rich and harmonious effects. Every line of this invitation is set in Gowdy.

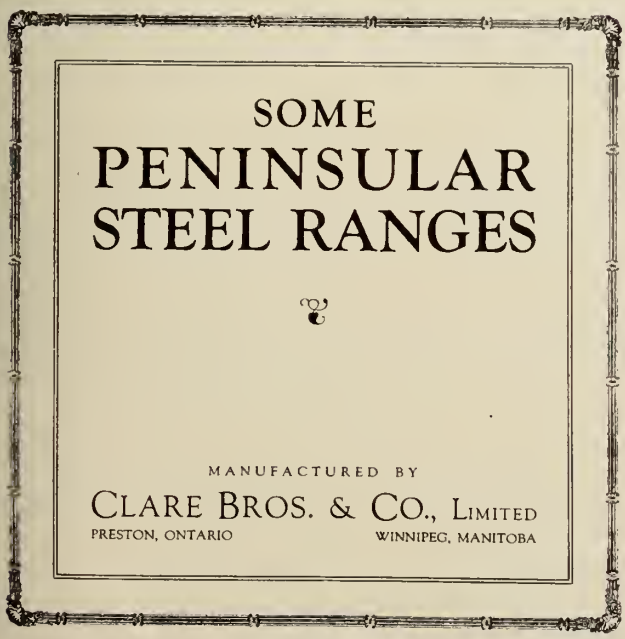

FIGURE E.

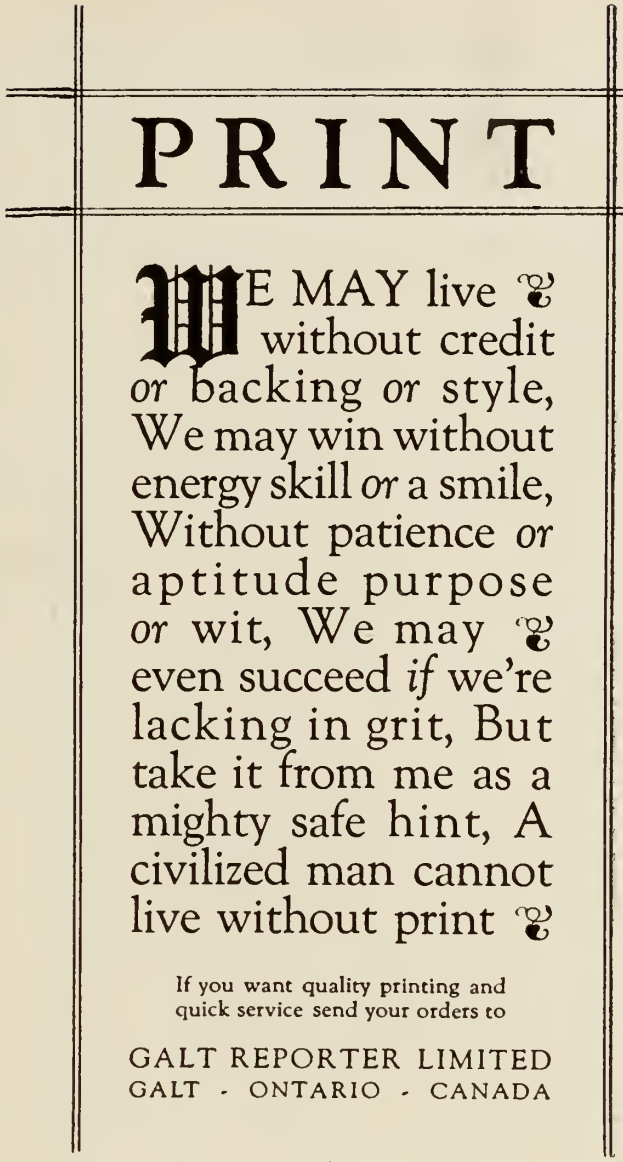
PRINT
WE MAY live without credit
or backing or style,
We may win without
energy skill or a smile,
Without patience or
aptitude purpose
or wit, We may
even succeed if we're
lacking in grit, But
take it from me as a
mighty safe hint, A
civilized man cannot
live without print
If you want quality printing and
quick service send your orders to
GALT REPORTER LIMITED
GALT - ONTARIO - CANADA

FIGURE D.

The New York Exposition

A number of Canadian publishers are preparing to attend the Fourth National Exposition of Printing, lithographing, engraving, stereotyping, paper publishing, and all allied industries, which is being held in the Twelfth Regiment Armory, New York City, on April 25 to 30 inclusive. Judging by the plan of the building the available space has been all taken up, and the success of the Exposition is assured.

Don't "Afford" Poor Ink

When it is necessary to produce a real good job of commercial work on either platen or cylinder presses you should remember that the proper selection of ink is important.

For instance, the pressman sometimes catches a high-class letterhead on good bond paper, and to turn this out satisfactorily may mean repeat orders. In a case like this he can afford to use good ink as this is one of the smallest costs. Regular job black is not always satisfactory and either the best grade of bond ink or a good cover black should be used. Cover black contains more pigment in proportion than job inks, and will cover better. The ink should not be reduced unless necessary and then only with a softer black. The addition of cover black to bond or job inks will also help the appearance of the job.

Half Tones On Hard Paper

Many pressmen do not agree that the rubber blanket is ideal for printing half tones on hard papers. Writing in the *American Pressman* recently Eugene St. John claims that the hardest possible packing is best for halftone printing on hard, rough papers. Half tones of more than 130 lines to the inch are not suited for printing on hard, rough papers and when possible plates of coarser screen should be ordered.

The following method will be found satisfactory: Have the halftone type high to start, excepting vignettes which should be a little under type height. Rollers should be live and firm, not soft nor hard. A stiff bond or cover ink is needed because the strong impression required will cause a soft ink to print muddy in the high lights. The rollers should be set a trifle light.

The halftone should be interlaid or underlaid until level and type high.

For leveling the impression with overlays use tissue and for the different depths of solids, half tones and highlights use folio in various thicknesses as required, bearing in mind that the difference in impression needed is greater than if printing on smooth paper like coated book. In other words, you will need less impression on highlights and more on the denser parts than you would on coated paper and more impression all over the plate.

If the half tone consists of a picture with a solid and semi-solid subject with a highlight sky above, the sky should be cut out of a sheet of print in the packing or the subject overlaid that much, as preferred.

If chalk overlays are available they will save some cutting of overlays.

After the impression is level the subsequent overlays should be marked out from impressions pulled on stock to be used.

When all of the halftone shows plainly on stock, with half tones clear, solids weak and highlights broken, cut the print from the sheet, cutting just inside the edges of the impression and paste the cutout in register on the draw-sheet. This is a stunt used by provers in engraving plants to put the impression on the plate and remove impression from the edges.

How to Emboss Panels

One method is to use square or rectangular rule forms or borders of electrotype ads, etc., and print on the reverse of the sheet, using a soft packing. This results in an embossment on the face of the sheet.

Another method is to use tint blocks and smash them in the reverse of the sheet.

Still another method is to make a male and female die out of hard cardboard and emboss on the face of the sheet.

The outline of panel desired is drawn on a piece of hard cardboard and the panel shape is cut from the cardboard. The cardboard is glued to a tint block, halftone, electro or block of hard wood of type height. The cutout opening in the cardboard is the female die. The cutout itself is registered on the draw-sheet and is the female die.

By this and the following method panels of any form, square, rectangular, round or oval, may be produced at will.

Perhaps the quickest and easiest method of all is to emboss with a frisket of hard, thick ledger stock. It is practically unknown and the writer hit upon it by accident. A halftone showing a man's picture was to be printed in an oval in a lithographed sheet. The half tone supplied was too large to be printed in the oval and as time would not permit having a smaller half tone made we had to resort to the frisket and print just the head and part of the shoulders in the oval. The stock to be printed on required a stiff bond ink and a strong impression and the frisket was made of ledger paper. Result was a neat panel just inside the oval and the customer was pleased with the unexpected improvement in the appearance of the halftone in the oval.—Eugene St. John

GIFT CERTIFICATE

"Christmas greeting, good friend; may good cheer be your portion."

M _____

MAY SELECT A CHRISTMAS GIFT TO THE VALUE OF

_____

WITH MY COMPLIMENTS AND SINCERE GOOD WISHES

This Order will be Redeemed at

THE INGLEDEW SHOE COMPANY

Vancouver's Smartest Shoe Store

666 GRANVILLE STREET
VANCOUVER, B. C.

FIGURE F.

YOU ARE MOST CORDIALLY INVITED TO ATTEND AN

INFORMAL AT HOME

TO BE HELD UNDER THE AUSPICES OF THE

WEST POINT GREY LIBERAL ASSOCIATION

AT THE

QUEEN MARY SCHOOL

ON THE EVENING OF MARCH ELEVENTH

NINETEEN HUNDRED AND TWENTY-ONE

AT EIGHT O'CLOCK

DANCING CARDS REFRESHMENTS PROGRAM

MULGREW'S ORCHESTRA

FIGURE G.

W J. Sharpin, foreman of the *Chronicle*, Arnprior, in renewing his subscription to *Printer and Publisher*, writes: "Your paper is sure interesting to the printer and as for last month's it was better to me than a whole year's subscription."

A printer in Toronto is close to the century mark. He has made so many typographical errors during his career that he is afraid to die.

The Treherne (Man.) *Times* has installed a new 10-15 Chandler & Price job press, to take care of its increasing job work.

The Winnipeg *Tribune* and Winnipeg *Free Press* have increased their subscription prices very materially. On Monday, March 21st, the subscription was placed on the basis of 25 cents a week, against 15 cents formerly.

Alberta

The Medicine Hat *News* recently added another No. 14 linotype to their equipment.

E. W. Rutledge, formerly of Moose Jaw, is on the mechanical staff now of the Medicine Hat *News*.

Eph Downing, superintendent of the Medicine Hat *News* job, visited Winnipeg and Edmonton on business in the interests of his department.

George Bisson, superintendent of the Dowson Print, Medicine Hat, was injured while shifting a make-up stone, but the results were not serious.

"Ollie" Stover, apprentice at the Medicine Hat *News* job, having completed his term and the I.T.U. course in printing, left for Toronto to take a course on the linotype.

With the shorter work-week in effect, the Medicine Hat *News* makes a short day of Wednesday, when a half-holiday prevails generally in the business section. The job department closes at one on Saturdays.

In a ten pin bowling match at Moose Jaw, Saskatchewan defeated Alberta. No 300 scores were turned in but there was an abundance of excitement. The players involved were delegates to the typographical conference.

The Medicine Hat *News* has recently added a number of syndicate features to its columns of particular interest to the women folk and the sporting fraternity. It is also carrying special pages in the interests of the United Farmers of Alberta and local irrigation projects, which are much to the fore.

The 44-hour week has been established in Lethbridge, Edmonton, Medicine Hat, Moose Jaw, Swift Current and Winnipeg commercial printing offices. In some of these cities the 44-hour week is in effect in news departments, while in Calgary and Edmonton the newspapers are on a 45-hour basis, and in Winnipeg on 45¾ hours. Scales are now being negotiated in Calgary, Edmonton, Regina, Prince Albert and Winnipeg.

The sheriff has moved out of the *News* building at Medicine Hat. As this statement might be misconstrued, it is only fair to state that pending the erection of the new court house the government occupied a portion of the second floor of the *News* block. As a result of the change the *News* editorial staff now has most commodious quarters on the second floor, and much better accommodation has been provided for Managing Editor Terrill and the foreman of the mechanical department on the same floor.

Cleaning Type Metals

From continued usage impurities will accumulate in any grade of type metal. These are caused by printing ink, dust and dirt from the metal sweepings on the floor, dirt and grit in the atmosphere and from other miscellaneous causes. The presence of a considerable quantity of such foreign matter is indicated by the sluggishness of the metal in the pot, or while being cast. It is advisable to keep the metal as clean as possible, but this can be overdone and a great deal of good metal wasted in the process.

Directions for Cleaning—A flux to be mixed consisting of the following ingredients:

Two parts of granulated sal ammoniac; 2 parts of powdered resin; 3 parts of beef tallow.

The above formula will answer the purpose and should be used in the proportion of approximately one pound of flux to one ton of metal.

A Slight Correction

Editor of *Printer and Publisher*.

Dear Sir:—In your last issue you stated that "Mr. J. R. Wilcox, proprietor of the Magog *Enterprise*, had taken over the command of the 5th C.M.R." The fact is that Lieut.-Col. Wilcox has sold out to two overseas men, who are officers under him, Capt. Chas. Styan, second in command of a squadron, and Lieut. A. G. Cunningham, quartermaster of the regiment. Both these young men, the firm is Cunningham and Styan, did their bit across the water, and are now doing their bit in a commercial and military sense in the quieter scenes of home. Be it to their credit that they are getting on in the work of "the art preservative of arts" and their venture promises to prosper and flourish like the green bay tree.

JUSTICE.

MISTAKEN IDEAS ABOUT USING COLOR

One temporary difficulty to be considered is the lack of proper colors of good quality that are fast to light, or reasonably so, and do not wash. Our principal trouble just now is due to the fact that the synthetic rose madder dye, known as alizarin, is not procurable of as good a quality as before the war. This trouble will no doubt be rectified in a short time.

Alizarin of the best quality used alone will not come up to the proper standards for four-color work, but the judicious mixture of alizarin with another color of great tinting power does make a most satisfactory magenta. In four-color work it is well known, of course, that a red is not used; the red in both three and four-color work is a product of two printings, the yellow and magenta.

The proper blue for three and four-color work is a very pure peacock blue. A peacock blue used alone is too fugitive for general use, but can be rectified in a satisfactory manner by like methods.

I would advise all persons connected with color printing to read up on the newest scientific ideas on color. I am sure that it will not only make it easier for them in the different branches having to do with color, but it will be a means of saving a great deal of expense. It is marvellous when you come to consider the amount of useless colors that are made and sold to lithographers and printers, when a very few well-selected colors would enable a capable man to produce any desired hue or tone of color, and in many cases at a decided saving.—Arthur Hatt, in *National Lithographer*.

The above clipping comes to *Printer and Publisher* from the *Canadian Dyer and Color User*. It is placed in a section of their paper devoted to, "Paper Coloring and Printing Inks." It is worth reading twice for either Mr. Arthur Hatt, the writer, is not conversant with the practical side of his subject, in which case it is surprising that such a reputable journal as the *National Lithographer* (in which the article first appeared) should give him space, or else there is some other meaning or context that is missing from the clipping.

This comment was induced by Mr. Hatt's sentence in which he says, "I would advise all persons connected with color printing to read up all the newest scientific ideas of color." This is well spoken, and we agree with him thoroughly, but when we read up his ideas, which from a scientific point of view may be correct enough, they are—to say the least—very misleading if one reads them expecting that he is writing to printers. Just note a couple of sentences. In the second paragraph he says, "In four-color work it is well known, of course, that a red is not used." Is that a well known fact, or is it a fact at all in actual work? He then goes on to say, "The red in both three and four-color work is a product of two printings, the yellow and the magenta." It is possible that the writer uses the terms "Red" and "Magenta" in a meaning all his own. Magenta is a deep bluish red bordering on purple and carries too large a proportion of blue for process work, so that a red and not magenta is the color that is actually used. It is only in the case where plates are specially engraved and etched to work with magenta on which this would be satisfactory.

In the next paragraph he claims that, "The proper blue for three and four-color work is a very pure peacock blue," but in three color as it is actually printed to-day, we are obliged to leave these "Proper" colors, and accommodate ourselves to other shades of blue that in many cases are absolutely foreign to the peacock family, sometimes going as deep as a Milori blue.

The possibilities of three and four-color printing are still in their infancy, and while during the period of the war we learned a great many ways in which we could deviate from regular standards, and still get very fine results, yet for the sake of real progress, we may have to abandon all the war time substitutions and get back to more scientific standards.

THE PERSONAL SIDE OF IT

We'd Like to Get Items for These Columns

Ontario

J. C. Kennedy, formerly with *Marketing*, Toronto, is now on the service department of the Ottawa *Citizen*.

Les Coles, one of the ad-compositors on the *Sentinel-Review*, was operated on for appendicitis and is recovering nicely.

Jack Shaw was recently appointed foreman of the newsroom of the *Sentinel-Review*, Woodstock, succeeding Jack McKiggan, who left some time ago.

J. T. Fitzgerald, the Ingersoll representative of the Woodstock, Ontario, *Sentinel-Review*, has just recovered from an attack of smallpox.

The Simcoe *Reformer* turned out a creditable Dollar Day edition of 20 pages. There was a good advertising patronage, and the edition must have been a fairly profitable venture.

Lieut. J. G. Henderson, of the 129th Batt., C.E.F., has returned to take up his work as circulation manager of the Hugh C. MacLean Publications. He has been away for several months owing to illness.

David Brown, sales manager for the J. L. Morrison Co., of Toronto, was married at Babylon, Long Island, on April 2nd to Miss Gertrude E. Tripp. Mr. and Mrs. Brown are enjoying an extended honeymoon in the States, followed by the hearty wishes of their many friends.

E. D. Reed, formerly director of advertising for the F. F. Dalley Corporation, at Hamilton, has resigned to take charge of the stock feed sales and advertising department of the Andrew Motherwell Co., of Glasgow, Scotland, and Dundas, Ontario. Mr. Reed will be at Dundas, Ontario.

George Simpson, for 22 years a member of the *Hansard* staff, has been appointed associate editor of the House of Commons *Hansard*. Before joining *Hansard* Mr. Simpson was for ten years a member of the Ottawa Press Gallery. He was at one time a member of the staff of the *Globe*, Toronto.

H. E. Bywater has disposed of the Palmerston *Spectator* to G. R. Shibley, who has lately been connected with the Canadian Newspaper Service of Hamilton. Prior to that he was overseas, having disposed of the Tavistock *Gazette* in order to enlist. His father, G. J. Shibley, was for some years associated with various Western Ontario papers.

The *Vapaus*, Canadian Finnish paper, published semi-weekly at Sudbury, is erecting a new building, and will be moving in shortly. After May 1st their paper will be published three times a week. A complete new outfit, including a No. 8 linotype, Hoe press, and Dexter folder, is being installed. J. V. Kannasto is the manager.

E. E. Adams has accepted an important position with the Hurley Printing Co. at Brantford, taking over his new duties about the first of the month. Prior to going to Brantford Mr. Adams was typographical designer for the Ronalds Press at Montreal. He is a close student of typography and regarded as an authority on all such matters.

The Toronto *Telegram* opened its new press building on Dupont street, where a portion of the daily edition will be printed for circulation in the north and west sections of the city. The opening was marked by a banquet, when an oil painting of the late John Ross Robertson, by Owen Staples, was presented by the staff to the trustees of the estate.

R. H. Constable celebrated his 89th birthday last month, and the printers of Woodstock presented him with an address and a purse, at the same time offering him their congratulations and best wishes for his continued good health. Mr. Constable is getting very feeble but still goes along with good spirits and hopes to spend many days among us yet.

George M. Coote, formerly of the Toronto *World*, has joined the staff of the Simcoe *Reformer*. Mr. Coote has had considerable experience in the newspaper game, starting on the Hamilton *Herald* as assistant advertising manager, and later leaving that to take up the news end. He was for a little while on the staff of the *Daily Oklahoman*, Oklahoma City.

A resolution passed by Toronto Local (91) International Typographical Union, calls upon the Provincial Government to set up its own Printing Bureau. It was contended that the volume of printing done for the Government by private contractors was so heavy that a considerable saving would be effected by the establishment of a Government Bureau.

Frank I. Somers, well-known financial broker, died in the private patients' pavilion at the General Hospital Toronto, following an operation performed a week ago for appendicitis. Mr. Somers was in his 47th year and was born in Barrie, Ontario. For some years he lived in Beeton, where he was proprietor of the Beeton *World*. He is survived by his wife and daughter and son, and by eight brothers.

John Lewis is on the staff of *Globe* editorial writers after an absence of some years. During the editorship of Sir John Willison, he was chief editorial writer. Some years ago he went to the Toronto *Star* as editorial writer, remaining there until about a year ago when he went to Ottawa to direct the editorial work being carried on by the Liberal party. He has now returned to his first love, and is being welcomed by the fraternity in Toronto.

Following a brief illness, John H. Shaw died at his residence, 176 Indian Road, Toronto, on April 11th. Mr. Shaw was secretary-treasurer of the Wilson-Munroe Co., Ltd., wholesale paper dealers, Toronto, and had been associated with the firm for about fifteen years. He was born near Caledonia, Haldimand Co., Ontario, and was in his fiftieth year. Deep sympathy is extended to his widow and brothers by his many friends.

The Woodstock, (Ontario) *Sentinel-Review* has recently placed an order for a No. 8 linotype machine. With the addition of this linotype, the *Sentinel-Review* composing room will have five modern linotypes, (a No. 14, three No. 5's, and one No. 8); and in addition, three monotype machines, all of the very latest design. The *Sentinel-Review* for some years past has done considerable composition for the trade in Western Ontario.

Suddenly stricken with heart failure while at work in the printing establishment of T. H. Best & Co., 206 West Adelaide street, Toronto, Richard Hammond, aged about 40, living at 170 John street, dropped dead. His body was found some time later lying face downwards by Alexander Treloar, 107 1-2 Danforth avenue. Dr. McCormack, 113 Spadina avenue, who was called in, pronounced death due to natural causes, after which the body was removed to the morgue.

The University of Toronto Monthly said in a recent issue: "William Williams ('72 Vic.) who from 1873 until 1901 was principal of Collingwood Collegiate Institute, received a unique Christmas remembrance from some of his former pupils. The day before Christmas he received a letter conveying the good wishes of some former pupils who remained anonymous, and enclosing two $500 bank bills with the suggestion that he winter in the South. Since his retirement in 1901 Mr. Williams, with his son, has published the Collingwood *Bulletin*."

Two western newspaper men H. M. Hueston and Allan Holmes, of Prince Albert, Sask., have purchased the *Canadian Observer*. The property was taken over by the new owners on April 1st. Mr. Hueston will become resident manager of the paper at Sarnia while Mr. Holmes will remain in charge of the *Herald* at Prince Albert. Mr. Hueston began his newspaper career with the Ottawa *Citizen* in 1898 and went to Winnipeg in 1902, where he worked successively with the three dailies there. Mr. Holmes had experience on the Winnipeg *Telegram* and Winnipeg *Free Press* before going to Prince Albert.

The annual meeting of the Toronto Women's Press Club took place at the Board of Trade building, among the guests from outside being, Mrs. H. Etches, Ottawa; Miss Alice Higgins, Ottawa; Mrs. Ruttan, Woodstock; Miss Bain, from the West, Miss Jean Graham made a happy toast-mistress, congratulating the club on a good year of constructive work and on the fact that Toronto has now the national president in Miss Lucy Doyle. The officers for the year are as follows: President, Mrs. R. G. Black (Rose Rambler); vice-presidents, Miss Louise Rork and Mrs. Ringland; recording secretary, Miss Swinnerton; cor-

responding secretary, Miss Hazel Cleaver; treasurer, Miss Bessie Stanbury; executive, Miss Mary Houston, Mrs. Cherry, Mrs. H. Purser, Mrs. F. Livesay.

University of Toronto Monthly: "The first award of the Harold Brant Preston Memorial Scholarship has been awarded. This scholarship, of the value of $500 per annum, was given by T. H. Preston, editor of the Brantford *Expositor*, in memory of his son, the late Lieutenant Harold B. Preston, M.C., B.A., (U. '13) who was killed in action in France. The scholarship has been awarded to two students of exceptional brilliance who are now engaged in upper school work at Brantford Collegiate, and who plan to proceed to the University of Toronto next autumn—Mr. Clement Harris and Miss Mary C. Laborde."

Harvey Nelson Barry, business manager of the *Farmers' Sun*, died on March 31st in his 60th year, at his home, 211 Spadina road, Toronto. He had been a resident of Toronto for 20 years. He joined the staff of the *Weekly Sun* when the late Goldwin Smith was associated with it. After this periodical had been taken over by the United Farmers and converted into the *Farmers' Sun*, Mr. Barry became business manager. In religion Mr. Barry was an Anglican. He was a member of the Masonic Order, the Independent Order of Oddfellows, the Canadian Foresters, and the Independent Order of Foresters. Surviving him are his widow, one son, Harry M., at home, one daughter, Mrs. Dr. Roy Coutts, and a sister, Mrs. H. Gummer of Guelph, wife of the publisher of the Guelph *Herald*.

During February and March the merchants of Woodstock have run two special days' sales. In February the day was called Dollar Day, and the merchants used newspaper space somewhat lavishly with good results, as they had an exceptionally good day's business. In March, the day was called Made-in-Canada Day, in which Canadian made goods were featured. A very rainy day, combined with bad roads all around the city, resulted in a day of only fair business. One feature of this was an estimating contest. With every dollar paid on goods bought that day, a coupon was given on which the buyer could estimate the dressed weight of a young beef that would be killed on the Monday. Thirty people gave the right weight, 409 lbs., and the beef was divided up in 30 pieces and sent to the lucky ones' homes.

The death occurred at Ottawa of Martin J. Griffin, C.M.G., LL.D., who for many years was parliamentary librarian in the House of Commons. Martin Joseph Griffin was the son of Captain P. Griffin, of the merchant marine, and was born in St. John's, Nfld., in 1847. He went to Nova Scotia in 1854 and was educated in St. Mary's College, Halifax, where he graduated. He was subsequently LL.D. (honorary) of Dalhousie and McGill Universities. He was called to the Bar of Nova Scotia in 1868 and for a time practised his profession. Early in life, however, he became connected with the Press, beginning with the Halifax *Chronicle*. Later he was associated with the Halifax *Express* and the Halifax *Herald*. Mr. Griffin was an unsuccessful candidate for the House of Assembly, Nova Scotia, in 1874. In 1881 he became editor-in-chief of the Toronto *Mail* and he occupied this position until appointed to the librarian's position in 1891.

The thirty-sixth annual business meeting of the Toronto *Globe* Printing Company's Employees' Benefit Society was held in the editorial rooms annex, with a large number of members in attendance. During the year the membership had been increased from 74 to 132. The society experienced fifty-three weeks of sickness, entailing an outlay in benefits of $260. Two death claims of $100 each were also paid. Total cash receipts from all sources amounted to $863.05 and the expenditure to $673.14, leaving a cash balance on hand of $189.91, which, added to the reserve, leaves the society with the handsome sum of $1,329.59, the greatest amount ever on hand since the inception of the society. The officers for the ensuing year are as follows:—President, John J. Bush; Vice-President, Harry Anderson; Secretary-Treasurer, George Cashman. Board of Management, John Chinn, A. Lillie, M. O'Grady and Cecil Clark. Auditors, H. V. Ferguson and W. A. Lahey. Visiting Committee, R. Moore, G. Richards, J. Chinn and H. V. Ferguson.

The death took place on April 11 in Gravenhurst of Ernest E. Reynolds, until quite recently proprietor of the Gravenhurst *Banner*. The deceased was well known in Hamilton typographical circles, and was employed as machinist-operator at the Davis Printing Co. previous to going to Gravenhurst to reside some three years ago. He developed tuberculosis, which was the immediate cause of his death. Mr. Reynolds was a man of sterling character and a type of citizen in whose passing the community sustains a great loss. He was a member of the Anglican church; a past chief ranger of Court Success, A.O.F. Brantford, and a member of A.F. and A.M. As president of the Gravenhurst board of trade and editor of the *Banner*, he had taken a lively interest in the town, and the citizens regret exceedingly his passing. Previous to coming to Hamilton he was foreman of the newsroom of the Brantford *Courier*, now defunct. He was well and favorably known in this district and for several years, while a resident of Brantford, had a summer home at Hamilton beach. Left to mourn his loss, besides his wife, are three children, Philip, Mary and Jack; his father, mother and two sisters. Interment will take place in Brantford.

Maritime

Judge McByron, of St. Andrews, N.B., who controls the St. Andrews' *Beacon*, is offering same for sale.

The Printers' Supplies Ltd., of Halifax, have moved from Bedford Row to larger quarters on Hollis St.

Frank Desmond, of the Halifax *Herald* mechanical staff, took a week-end trip to his home in Sydney recently.

The *Greetings*, of Port Hood, N.S. is being offered for sale by the executors of the estate of D. F. McLean.

C. F. Blackadar, well-known journalist around Halifax, has been mentioned as an aldermanic candidate for Ward three.

James Drury, Canadian representative of the International Typographical Union, visited Halifax around the first of April.

The plant and equipment of the now defunct Inverness *News* recently changed hands through the Printers' Supplies Ltd., of Halifax.

Edgar E. Kelly, of Halifax, is still in Ottawa representing the Halifax *Herald* in the Press Gallery, supplementing their resident correspondent.

John T. Hawke, proprietor of the Moncton *Transcript*, who has been ill for some time, is reported as making good progress towards recovery.

Rev. R. J. Colpitts, 47 years old, editor of the *Maritime Baptist*, died at his home in Hampton, after a brief illness from pneumonia and pleurisy.

Senator E. M. Farrell, owner and editor of the Liverpool, N.S., *Advance*, spent the Easter holiday at his home, passing through Halifax on his return to Ottawa.

Wm. B. Bulmer, of the *Morning Chronicle*, Halifax, mechanical staff, left recently for the Union Printers' Home at Colorado Springs, to undergo treatment for tuberculosis.

Hiram Weir, news editor of the *Evening Mail*, Halifax, who has been ill for some time, is at present recuperating in New York and points throughout the United States.

Mahone Bay, N.S. is shortly to have a weekly, eight-page newspaper, which will be issued under the joint auspices of the town council and the reorganized board of trade.

Editor Geo. McKenzie, of the *Journal of the Institute of Canadian Mining and Metallurgy*, attended the recent meeting of the Nova Scotia Mining Society in the interests of his publication.

F. P. Ronan, founder and editor for over twenty years of the *Industrial Advocate*, Halifax, has been confined to his home for several weeks with an acute attack of sciatic muscular rheumatism.

The *Citizen*, Halifax labor paper, recently reported, verbatim, a very interesting debate on Capital and Labor, between Jos. S. Wallace, of the Wallace Advertising Service, and Principal McKinnon, of Pine Hill College.

St. Mary's College, Halifax, is publishing a year book, under the title of *The Santamarian*, to be off the press in June. This book, it is stated, will contain over a hundred pages profusely illustrated, and will contain some advertising.

F. W. Smith, King's Printer at Halifax, who also directs the official *N. S. Royal Gazette*, recently received a vote of thanks at the annual meeting of the Society for the Prevention of Cruelty, for the co-operation he had rendered the society.

Miss Agnes MacGuire, well known lady journalist of Nova Scotia, is at present touring Nova Scotia for the Technical College, in the interest of better education. Miss MacGuire is statistician at the Nova Scotia Technical College.

Somewhat over a dozen Halifax editors and journalists, in some cases accompanied by their wives, have signified their intention of attending the Annual Convention of the Canadian Weekly Newspaper Association at Vancouver in June.

J. E. Schaffer, vice-president of Halifax Typographical Union, who is employed with the Weeks Printing Co. as a linotype operator, was nominated recently as a candidate for aldermanic honors in Ward Five. Mr. Schaffer declined the honor, stating that his time was so taken up in other channels that it would be practically impossible to devote the necessary time to the City

Council. Mr. Schaffer is an active member of the Halifax Housing Commission, which is an important body in Halifax at present.

Hon. Robert Drummond, M.L.C., editor of the *Mining Record*, of Stellarton, N.S., who is at Halifax, attending the Legislative Assembly, took advantage of his presence in the city to attend the Nova Scotia Mining Society Annual Meeting.

The *Morning Chroniele*, of Halifax, is offering for sale, in two volumes, "The Speeches and Public Letters of Joseph Howe," Nova Scotia's great statesman and first editor of the *Nova Seotian*, the weekly edition of the *Chronicle*, which is now nearing its hundredth year.

Don F. Fraser, of the *Eastern Chronicle*, New Glasgow, who is also deputy mayor of that town, recently attended as a delegate from there the Provincial Good Roads Conference at Halifax, as also did John D. McDonald, for many years editor of the Pictou *Advocate*.

The Halifax *Herald* recently carried an interesting article about John S. Bourinout, M.P.P., editor of the Port Hawksbury *Bulletin*. Mr. Bourinot is the eldest son of the late Sir John Bourinot, clerk of the House of Commons at Ottawa for a number of years.

F. W. Gray, formerly publicity manager for the Nova Scotia Steel Co. at New Glasgow, now editor of the *Canadian Mining Journal*, and of *Iron and Steel*, both of Montreal, attended the annual meeting of the Nova Scotia Mining Society on behalf of the above mentioned journals.

W. H. Dennis, general manager of the Halifax *Herald* and *Evening Mail*, was in Lunenburg recently in connection with the launching of the "Bluenose," the schooner that is to represent the Maritimes in the coming International Schooner Race for the *Herald* and *Mail* trophy.

The many Maritime friends of Col. "Jim" Margison, formerly publisher of the Lunenburg *News*, and M.P.P. for that county, will be glad to know that he is completely restored to health as the result of an extended sojourn in South Carolina. Col. Margison is chairman of the Pension Board at Ottawa.

Some years ago the colored population of Halifax, which numbers several thousand, had a publication known as the *Advanee*, issued monthly. A new publication to be issued weekly, and devoted to the colored interests, is being mooted by members of their race at present attending Dalhousie University.

John S. Scott, for a year or more past special Maritime circulation representative of the MacLean Publishing Co., with headquarters at Amherst, was recently appointed advertising manager at the Montreal office of the *Druggists' Weekly*, one of the MacLean publications. His many friends in the Maritimes wish him every success in his new appointment.

The Dalhousie *Review* Publishing Co., a newly formed publishing firm in Halifax, met recently and selected an editorial board, composed of the following: Dr. A. S. Mackenzie, chairman; Mr. Justice Chisholm, Dr. Fraser Harris, Dr. Clarence Mackinnon, W. E. Maclellan, Dean D. A. McRae, Judge George Patterson, Dr. Eliza Ritchie and Professor H. L. Stewart. D. Macgillivray was elected president of the company; J. S. Roper, secretary-treasurer, and C. L. Tory, auditor. All stock of the new company is reported sold, and over 500 subscribers are said to be already on the mailing list. The first issue of the *Review* will be published in May.

Saskatchewan

A. Dallas, who has been living in British Columbia for the past year, has rejoined the staff of the Saskatoon *Daily Star* as city hall reporter.

The Cut Knife (Sask.) *Grinder*, which ceased publication for a few issues, is again issuing regular weekly editions, with Fred George at the helm.

W. L. MacTavish, editor of the Saskatoon *Daily Star*, and Randolph Patton, news editor, recently addressed Sunday afternoon meetings at the Saskatoon Y.M.C.A.

J. B. McGeachy, reporter for the Saskatoon *Daily Star*, has resigned on account of ill-health and gone to Winnipeg to live with his parents for a couple of months before leaving for England to attend Oxford as a Rhodes scholar.

La Fleche, Sask., is only a small village according to any standard, but it is optimistic enough to support two weekly newspapers. The publisher of the latest arrival says in his first edition, "It remains to be seen if La Fleche can support two papers."

Arthur A. Porter and John Wisley have purchased the plant and business of the Quality Press, Moosejaw, Sask., from Geo. M. Wilson. Mr. Porter was formerly publisher of the Eyebrow *Herald* and latterly superintendent of the job department of the Moosejaw *News*.

G. Ray Puckett, who has published several papers near St. Croix Falls, Wis., and who was employed on the Milestone *Mail* staff for a little more than a year, from April, 1919, to July, 1920, has just taken over the *Standard-Press* at St. Croix Falls, as editor and publisher.

The Saskatchewan Press Association met in the office of the Editor of Publications, Parliament Buildings, Regina, on Friday, April first, for the purpose of further considering the proposition of engaging a permanent secretary, and to arrange dates and program for the annual meeting, which will be held in the Saskatchewan University about the first week in June, 1921.

W. E. Sharpe, editor and publisher of the *Standard*, Shaunavon, Sask., was most grievously bereaved during the last week of February, when he lost two daughters within a few days of one another. The elder of the two, Phyllis Gertrude, was within a few months of three years of age, and the younger, Mary Sylvia, was 15 months. Both children had been ill with measles, and had contracted pneumonia and were ill only a few days. Mr. and Mrs. Sharpe will have the deepest sympathy of the publishing fraternity throughout the West.

British Columbia

J. Junius Dougan, well known in Coast newspaper circles, has taken control of the Port Hammond *Gazette*.

R. S. Somerville, editor of the *World*, Vancouver, has just been elected chairman of the board of directors of Vancouver General Hospital.

The sympathy of the fraternity is extended S. P. Jackson, of the B.C. United Farmers, the death of whose wife occurred in Vancouver last month.

R. J. McDougall, *Herald*, Penticton, is one of the trustees of the newly-organized lodge of Elks in that town. R. J. doubtless has jurisdiction over the goat.

G. MacLaren is now duly installed as editor and owner of the *Kootenaian*, Kaslo, the sale of which plant to Mr. Young of Gravelbourg, Sask., missed fire last month.

New Denver has a job printing plant, which may in due course include a weekly newspaper. Jas. Grier, an old-timer in the Slocan, and lately at Kaslo, is the proprietor.

Okanagan Valley shops are endeavoring to settle a new wage contract with the Union. The men are asking for conditions strictly parallel with those obtaining at the Coast.

R. J. McDougall, of the *Herald*, Penticton, has been invited to address the forum at Summerland on the subject of "Some Progressive Tendencies of the Press" next month.

H. W. Power, former owner of the *Kootenaian*, Kaslo, and later on the mechanical staff of the *Daily News*, Nelson, has rejoined *Mining Truth*, Spokane, as associate editor.

L. Pilkington, manager of the *Star*, Princeton, has the deepest sympathy of B.C. newspaperdom, in the death of his wife, at the age of 24 years, the sad event transpiring early last month.

One of the best known weekly newspapermen in the province went out of harness when Jas. Greir relinquished the management of the Kaslo *Kootenaian* at the expiration of his lease on the plant.

Editor Sullivan, of the *Courier*, Cranbrook, who claims to have an attack of illness once every fourteen years, had his third instalment during March, when he was off work almost three weeks.

The Creston *Review* recently took a week's holiday while the office interior was undergoing its yearly brightening up. Editor Hayes took advantage of the opportunity to take a little vacation trip to the Coast.

Free Press, Fernie: The manager of the Isis theatre comes out this week with an eight-page program, which he is having printed in Calgary. The chief talk on the program is about patronizing home industry.

The Penticton *Herald* finds business conditions so promising as to warrant enlarging into a semi-weekly, and after May 1st will appear on Tuesdays and Fridays. A subscription rate of $3.50 will be struck for the semi-weekly, and the contract advertising rates will be dropped from 50c to 40c per inch on semi-weekly insertions, remaining the same as at present for weekly contracts. In an announcement made regarding the change, the *Herald* states that its business has quadrupled since 1914. There is now a staff of thirteen with a yearly payroll of about

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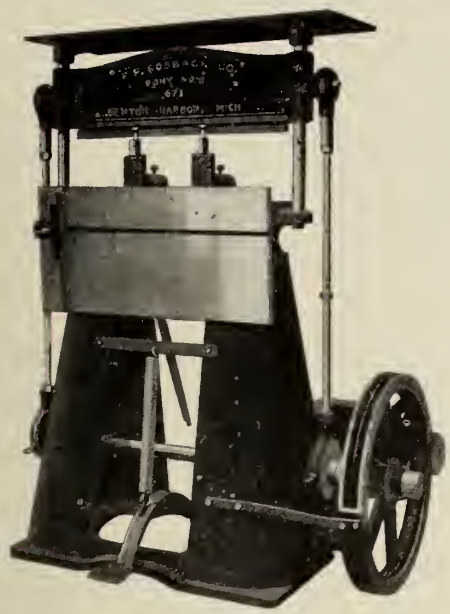

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$21,000. Other papers in the Okanagan are also said to be contemplating the change to semi-weekly.

The *Review*, Creston, had its annual week off in February, when Editor Hayes was at Victoria interviewing some of the provincial cabinet ministers on Creston Liberal Association matters affecting Creston district.

The Prince George *Leader* is the latest weekly venture to make its appearance in the province. It is an eight page, six column sheet, published by the Leader Publishing Co., Ltd. J. G. Quinn, formerly of Vancouver, is managing director and editor.

A slackening off in lumbering, and with mining almost at a standstill, makes trade conditions generally quiet. The fruit districts, however, are more promising, as present indications are for a 50 per cent. bigger yield than in the banner year of 1919.

Manitoba

AUGUSTUS B. STOVEL died rather suddenly at Hot Springs, Va., where he had gone a few weeks ago in the hope of recovering his health. He was accompanied by Mrs. Stovel and Miss Stovel and on his arrival at Hot Springs his physician ordered him to bed. Not till later, however, was it known in Winnipeg that his condition was so serious and the announcement of his death came with all the greater shock. In First Baptist Church the announcement was received with

The late AUGUSTUS B. STOVEL.

consternation and grief, as he was a great power for good in that community.

The late Mr. Stovel was born in Mount Forest, Ont., in 1865, and educated in the public and high schools of that town, entering his father's printing office, later going to Chicago to complete his training. For five years before the organization of the Stovel company in Winnipeg, in 1889, Mr. Stovel served in that city as printing pressman. He was a partner in the new concern and gave his best to it with the result that the united efforts of the partners produced the present splendid institution. Mr. Stovel's principles of honesty and efficiency won him hosts of friends in business, among his employees and among the public generally.

Having been enrolled a member of Minnehaha Lodge No. 7, Independent Order of Oddfellows, in 1899 the late Mr. Stovel displayed great enthusiasm for the work of the order and rose to be a Past Grand in 1893 and received the Veteran's jewel in 1914. He was also a member of Eureka Encampment, No. 3, I.O.O.F., and of Court Osborne, No. 22, C.O.F.

As a member of the First Baptist Church, the late Mr. Stovel will be mourned as one of its most active and respected workers. During his long connection with the church he had served on the board of deacons and the finance committee, but his finest contribution was to the Sunday school, over which he presided for eleven years, never failing in any of his obligations or undertakings in the school. As president of the Baptist Union of Western Canada during the hard years previous to the war, he managed the affairs with such tact and skill that the liabilities of the denomination were completely met and the good-will of the churches maintained and increased.

Besides his church and fraternal associations, Mr. Stovel had many connections, being a director of the Empire Loan Company, an active member of the St. Charles, Elmhurst and Winnipeg Golf Clubs, the Granite Curling Club, the Carlton Club and the Whitewold Beach Club.

The late A. B. Stovel is survived by his widow, formerly Miss Emma Paulette, of Ottawa, and five children, Gordon A., Everett F., Norman, Florence and Helen. Three brothers also survive, Henry C. Stovel, of Edmonton, Alta., John Stovel, M.L.A., and C. D. Stovel; and two sisters, Mrs. S. B. Blackhall, Winnipeg, and Mrs. J. J. Cook, Mount Forest, Ont.

Alberta

H. F. Kenny has joined the staff of the Red Deer *News*.

H. C. Dillingham, the new proprietor of the Innisfail *Province*, is putting in a $3,900 Intertype and enlarging the paper twelve pages.

A. L. Horton, of the Vegreville *Observer*, and F. Gilbraith of the Red Deer *Advocate*, have been appointed census commissioners in their federal constituencies.

N. C. French, ex-president of the Alberta Division, C.P.A., has called a meeting of the newspaper men of the district at Wetaskiwin for April 15th to organize a district association.

The Rocky Mountain House paper has been revived under the name of the *Gazette*. Mr. T. B. Malcolm is the publisher. The Rimbey *Advance* has also been revived and is now published by Mr. Henry Oke.

H. B. Kirby is now manager of John Martin Paper Co., Ltd., at Calgary, having succeeded Mr. Allen early in February. Mr. Kirby has been with the company for several years as representative in Saskatchewan and Manitoba.

Mr. John Scannell, who has been foreman of the *Herald*, Calgary, Alta., for the past ten years, recently resigned from this position. Mr. Scannell has taken charge of the mechanical department of the Vancouver *Daily Sun*, Vancouver, B.C.

D. J. Hartley, former owner of the Kerrobert *Citizen*, has again assumed control of the paper as publisher. Messrs. Wilson and Conquest are associated in the active management of the paper, in the business and mechanical ends respectively.

H. W. Reeder, formerly of the Dodsland *Prairie Times*, and more recently publisher of the Kerrobert *Citizen*, has relinquished this latter proposition, and is now in Calgary, having taken a position as mechanical superintendent in one of the job shops.

The Calgary *Herald* has recently been running an advertising campaign in practically all the other newspapers in its territory. The copy is three columns by ten inches, and the *Herald's* own advertising department has been handling all details of the campaign.

G. C. King, postmaster at Calgary for 36 years, has resigned. At one time he was one of the largest shareholders in the Calgary *Herald* Publishing Co. He was twice mayor of Calgary, and has been prominently identified with civic and business matters in that city for a long time.

A. G. Carey, one of the proprietors of the Swift Current *Herald*, is an enthusiastic officer of the City Gun Club, and is working hard for the success of the registered meet to be held in Swift Current in June. Mr. Carey and his brother officer declare they are going to "pull" the provincial shoot of 1922 to their city.

The Western Canada Conference of Typographical Unions, in session at Moose Jaw, elected the following officers:—President, R. M. Wilson, Calgary, (re-elected); vice-president for Alberta, J. G. Campbell, Edmonton; vice-president for Saskatchewan, A. E. Humphries, Regina; vice-president for Manitoba, G. W. Howard, Winnipeg; secretary-treasurer, B. W. Bellamy, Medicine Hat (re-elected); chairman of conference for apprentice committee, A. Farnsworth, Calgary. It was decided by the delegates in session that the next convention of the Conference will be held in Prince Albert, an invitation from that city being presented by J. J. Flynn.

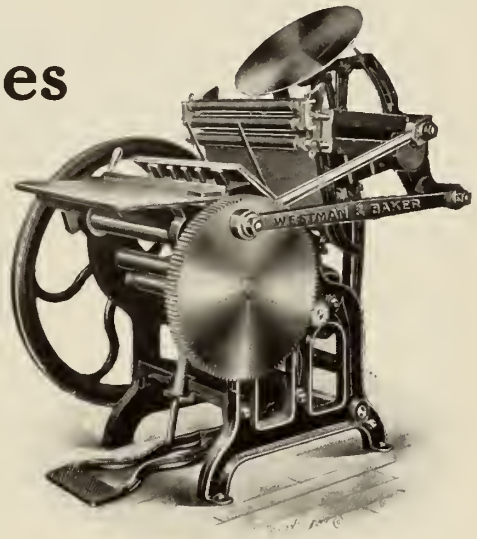
W. & B. PROFIT-EARNING

PRINTING MACHINERY

NEW IMPROVED

W. & B. Gordon Presses

BUILT IN THREE SIZES

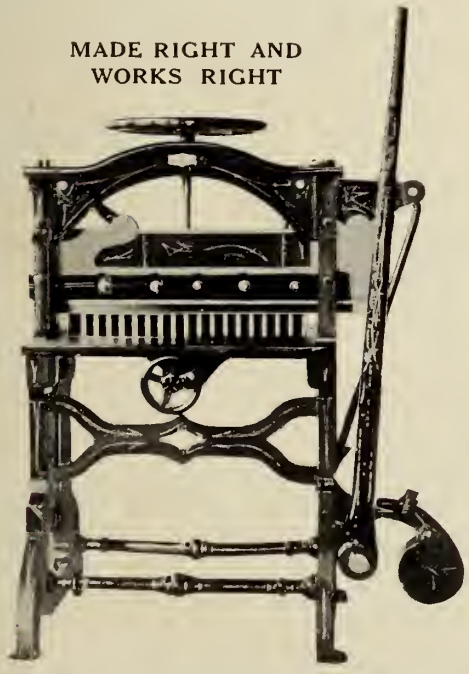


8 x 12 Designed **right** and built **right** to meet the intensive production conditions of to-day. It is the **right** press for small forms where speed is desirable, and it has a greater capacity than any other press of its size. The 8x12 W. & B. Gordon is easy to feed and its great speed in no way interferes with good quality of its work. This is the press to take care of your small work to the most profitable advantage.

10x15 Hundreds of W. & B. Gordon Presses are in use throughout Canada, giving daily testimony of their stability, efficiency and economy; and no press the same size as the 10x15 is giving better service. It is simple, sturdy, compact and convenient—possessing all those points of construction necessary to speed and quality of work. For medium size, or general run of work, you can make no better purchase than this W. & B. 10x15 Gordon.

13x19 When you are in the market for an all-round job press do not overlook the W. & B. 13x19. It handles the larger size job forms to perfection, and when the occasion demands, you can use it with the best of results for small work by running jobs two, three or more "on." It embodies the best principles of design and high quality workmanship. For general usefulness this is the press!

MADE RIGHT AND WORKS RIGHT

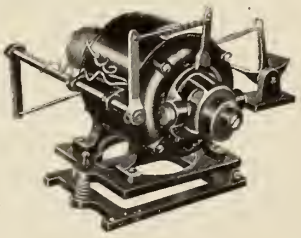


W. & B. Beaver Paper Cutter

Equipped with all up-to-the-minute Time-Saving, Labor-Saving and Safety Features

The Beaver Lever Paper Cutter combines every feature of a paper cutter desired by a modern printing plant. It is strongly built, easy to operate, and perfectly safe. The extra long lever, hung low on the machine, provides tremendous leverage and the machine is weighted in such a manner as to give just the proper balance. Adjustments are made rapidly and with the greatest of ease. It is a paper cutter that stands as a distinct credit to Canadian workmanship—it's the machine you should have in your plant.

KAZOO JOB PRINTING PRESS MOTORS



Variable speed, single phase foot control, belt or friction drive. Economical to Operate, Saving in Current, High Efficiency, Low First Cost. Prices F.O.B. Toronto:

One-quarter horse power...$90.00
One-third horse power.....$95.00

W. & B. MACHINERY FOR SALE BY ALL TYPE FOUNDERS AND DEALERS IN PRINTING MACHINERY

Also Manufacturers of: Little Giant Lever Paper Cutters, Westman & Baker Standing Presses, Westman & Baker Job Backers, Westman & Baker Hand Lithography Presses, Westman & Baker Envelope Maker's Dieing Out Presses, Westman & Baker Proof Presses.

WESTMAN & BAKER LIMITED

Engineers Manufacturers Distributors
PRINTING MACHINERY & EQUIPMENT

Established 1875 W. T. Johnston, *President*

165 ADELAIDE STREET W., TORONTO, ONT.

Selling Agents: Barnhart Bros. & Spindler; Challenge Machinery and Utilities; Rosback Wire Stitchers, Punching and Perforating Machinery; Hamilton Wood and Steel Furniture; Rouse Labor-Saving Devices; Morgans & Wilcox Efficiency Equipment.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

SITUATIONS VACANT

FOREMAN PRINTER WANTED FOR UP-to-date weekly newspaper and job printing office. Apply, mentioning Printer and Publisher, to Citizen, Port Colborne, Ont. (pmp)

JOB COMPOSITOR — FIRST-CLASS ALL round printer; wages $42 week. Apply, mentioning Printer and Publisher, to A. G. Macdonald, Border Cities Star, Windsor. (prp)

JOB COMPOSITOR WHO CAN ALSO make-up; scale $32; steady position to right man. Apply, mentioning Printer and Publisher, to Herald, Guelph. (prp)

DUPLEX PRESSMAN WANTED AT ONCE. State experience and wages. Write or apply, mentioning Printer and Publisher, to the Stratford Daily Herald, Stratford, Ont. (psp)

PRACTICAL PRINTER WHO UNDERstands estimating; Franklin price list used; fair experience in meeting customers and soliciting business. Apply, stating experience and salary and mentioning Printer and Publisher, to the Review, Peterboro, Ont. (psp)

PRINTER—ALL-ROUND MAN—ONE ACcustomed to presses preferred; state wages and when can come. Write, mentioning Printer and Publisher, to Despatch, North Bay, Ont. (pmp)

LINOTYPE MACHINIST-OPERATOR wanted at once. Mention Printer and Publisher. Wire Standard, Pembroke. (psp)

LINOTYPE OPERATOR WANTED FOR night work. Apply, mentioning Printer and Publisher, to Expositor office, Brantford. (psp)

FIRST-CLASS LINOTYPE OPERATOR — Commence 1st May; applicants please state wages and experience, mentioning Printer and Publisher. E. R. Smith Co., Ltd., The News, St. Johns, Que. (pmp)

PRINTER GIRL TO OPERATE, OR LEARN to operate, second linotype; state experience, wages wanted. Write, mentioning Printer and Publisher, to the Journal, St. Marys, Ont. (prp)

SITUATION WANTED

ALL-ROUND PRINTER DESIRES POSItion in small live town in Ontario. 14 years' experience. Can operate No. 5 Linotype. Best references. Apply Box 3421, Printer and Publisher. (p4p)

PRINTER-MANAGER DESIRES POSITION either newspaper or job printing, where special training and ability will be appreciated. Special students of costs and estimating. Over 20 years' experience in newspaper and job printing. At present in a good job, but looking for further advancement. Would consider partnership or purchase of going concern. Address Box 4421, Printer and Publisher. (p4p)

ADVERTISING MAN OF TWO YEARS' EXperience is open to discuss proposition with publisher or agency, who seeks earnest and energetic worker. Write Box 111220, Printer and Publisher. (pfp)

YOUR DEPARTMENT OF SERVICE

Printer & Publisher

Classified Advertisement Section

143 University Ave., Toronto

Phone: Adelaide 5740

EQUIPMENT WANTED

LINOTYPE WANTED BY ALBERTA COUNtry newspaper. State model, how long in use, equipment, present condition, amount cash and on payments. Apply Box 2421, Printer and Publisher. (p4p)

WANTED — A SECOND-HAND CASTING box. The Pictou Advocate, Pictou, Nova Scotia. (p4p)

WANTED — A SECOND-HAND PROVING press for offset and litho work. Size around 36". Must be first-class condition. Box 31421, Printer and Publisher. (p4p)

WANTED — NO. 5 LINOTYPE IN GOOD condition. Apply Sault Daily Star, Soo, Ont.

WANTED — A FLAT CASTING BOX, PAGE size, second-hand, if possible, with type-high and plate-high bearers, also ladle to fit. Apply Sault Daily Star, Soo, Ont. (p4p)

WANTED TO PURCHASE GOOD USED paper-ruling machine, about 44" between rails, 2 or 3 beam striker, Hickok make preferred; also other bindery machinery, round cornering, punching, perforating, etc. State full particulars of what you have for sale and lowest price. Box 13421, Printer and Publisher.

WANTED — PERFORATOR, MUST BE IN good condition. State size, price and how long used. Apply Advertiser-Topic, Petrolia, Ont. (p5p)

AGENTS WANTED

WANTED — AGENT WHO IS FAMILIAR with the printing trade to handle on commission basis best gold ink on the market. Exclusive territory to right party. Address E. C. Ballou, 359 West Broadway, New York City. (p5p)

BRIGHT REPRESENTATIVE WANTED IN every town and city; need not devote entire time, but must be capable of dealing with best business people; good side line for printing salesman, insurance or real estate man. Write, mentioning "Printer and Publisher," to Mr. Cutler, 61 West Richmond St., Toronto. (pmp)

MACHINERY

REPAIRED *and* REBUILT

NOW is the time to have your equipment overhauled. Our staff of machinery experts are ready to go into your bindery, pressroom or composing room, to put your machinery into first-class running order. Work Guaranteed! Service Prompt!

Complete Printing Plants Furnished

WESTMAN & BAKER LIMITED

Engineers : Manufacturers : Distributors

165 Adelaide Street West - TORONTO

FOR SALE

FOR SALE—THE BEST EXCLUSIVE JOB printing office in Northern Ontario. An excellent opportunity for a practical printer who is not afraid of work. Job records, etc., open for inspection. Present owner has other less strenuous important business. Opportunities like this one are very rare. Particulars on application. Terms reasonable. The Reliable Printery, Haileybury, Ont. (p5p)

CAMPBELL CYLINDER PRESS IN FIRSTclass condition. Size of bed 37x52 inches. Will sell on time to reliable party. Would consider part exchange typesetting machine. Apply for full particulars to the Record, Rainy River, Ont.

FOR SALE—THE PETERBORO REVIEW Co., Limited, Peterboro, offers for sale their job printing plant and bindery, including 3 Platen Presses, Colts Armory, Pony Miehle, large Optimus, Westman & Baker, 38-inch Power Cutter, Model K Linotype—Splendid assortment job and wood type. Complete bindery equipment, with Diamond Combination Cutter, 30 inch; good stock of flat paper, etc. Will sell on easy terms to right party. Splendid opening; only one other job office in a city of twenty-two thousand. Don't write unless you are in a position to purchase.

FOR SALE—COLTS ARMORY PRESS—IN good order. Bed 14 x 22 in., double fly wheel, double gear, with heating chamber for embossing attached. Extra heavy press. The lowest or any tender not necessarily accepted. Terms cash, f.o.b. Victoria. Address King's Printer, Victoria, B.C.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto. (ptfp)

WANTED

WANTED—Back numbers of Printer and Publisher. We desire to secure the December, 1915, and January, 1916, issues of Printer and Publisher and will be glad to recompense any reader who will forward us above copies. Write to H. D. Tresidder, care Printer and Publisher, 143 University Ave., Toronto.

OPPORTUNITIES

SALESMAN WANTED GOOD OPPORTUNity for a printer who wishes advancement to become associated with a firm dealing in all kinds of printing and publishing equipment. A real live man is wanted, one with initiative and force of character. Can make this a position that will mean splendid remuneration and successful future. Hurry. Send in application to-day. All enquiries confidential. Address Box 15421, Printer and Publisher. (prp)

A STEPPING STONE TO GREATER things.—We can put you in touch with men who are now owners, superintendents and foremen of printing offices who made their start on the Monotype Keyboard. It means more than wages, it is an education and a chance for greater things. Free schools in Philadelphia, New York, Chicago and Toronto. Lanston Monotype Machine Co. (p3p)

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220, Printer and Publisher, 143 University Ave., Toronto. (pufp)

For Sale

The Following Equipment is Offered for Quick Sale:

1 HOE PRESS

7-Column

Equipped with Motor and Stereotype Plant

1 BRONZING MACHINE

with 3 h.p. Motor

1 PEARL GORDON

1 SET OF PATENT BLOCKS

The above machinery is in A-1 condition. Address all enquiries to the

Industrial & Educational Pub. Co.
263 Adelaide Street West
TORONTO, ONT., Phone Adel. 917

GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

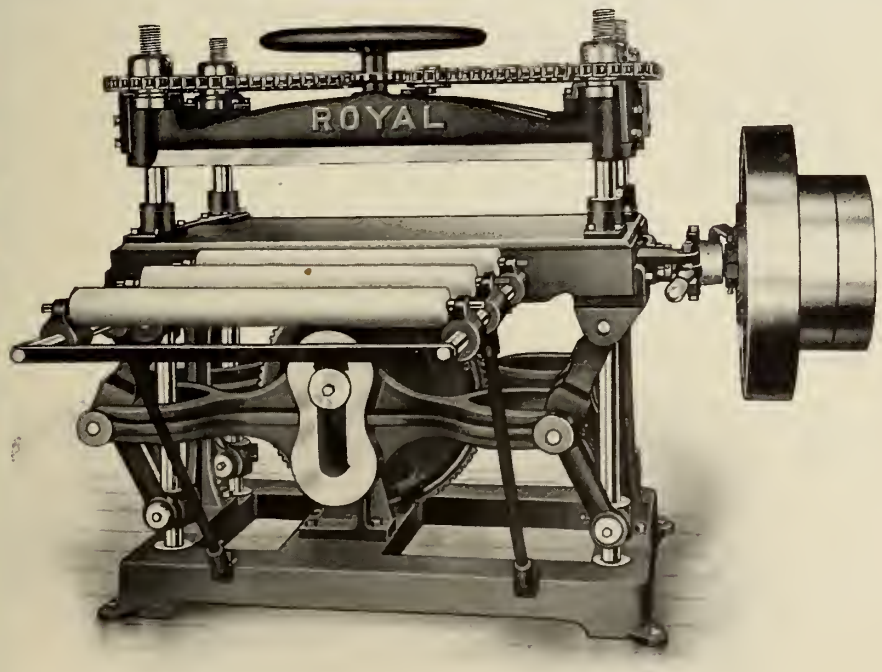
The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street
The Goss Printing Press Co., of England, Ltd., London



Actual Photograph

Envelope Die Press

Capacity, 23"x37"
Table Travel, 4"

Several now in operation

IMMEDIATE DELIVERY

New Cylinder Presses, Platen Presses, Paper Cutters, Ruling Machines, Perforators, Stitchers, and Plant Installations Complete.

MACHINE BUILDERS LIMITED

738 St. Paul Street West, Montreal

J. L. Pepper

Printing Plant Efficiency and Appraisal Expert

602 Lumsden Bldg., Toronto

(With an "Opinion Board" of fifty of the most efficient executives in Canada, including managers, superintendents, newspaper and job composing room foremen, pressroom and bindery foremen.)

Charges Reasonable
Results Guaranteed

My experience is cumulative, and my motto is "service." Clients from coast to coast, and everyone a satisfied customer.

REPORTS

Reports made covering economy of operation from the office to the delivery door.

PLANTS RE-ARRANGED

Newspaper plants, composing rooms, pressrooms and binderies re-arranged. New buildings planned and equipment laid out.

APPRAISALS

Accurate appraisals made to suit cost accounting and insurance requirements. The "engineering" appraisal, such as I can give you, is the only one which you should consider.

COST SYSTEMS INSTALLED

Newspaper and job cost systems installed.

UNBIASED ADVICE

Unbiased advice given on the purchase of any kind of printing plant machinery and equipment, also on any matters pertaining to the printing business.

WE CARRY A

"CANADIAN MADE" PAPER

for every class of printing

It is good, sound business to buy
Made-in-Canada Goods

FRED W. HALLS PAPER COMPANY, LIMITED
257 ADELAIDE STREET WEST, TORONTO, ONTARIO

J. M. HUBER

Manufacturer of

DRY COLORS VARNISHES
CARBON BLACK

Lithographic
Typographic and
Rotogravure

PRINTING INKS

Main Office:

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Color, Varnish and Ink Works: BROOKLYN, N.Y.
Carbon Black Factories: DOLA, W. VA.; SWARTZ, LA.

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366-378 Adelaide Street West

Phone Adelaide 6205

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Both Regular-Litho and Steel-Litho Designs
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Lithographed Calendar Pads

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
41 West 61st Street
Chicago

The leading stationers and printers of Canada carry these items in stock.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

You may depend upon the Onion Skin and Manifold papers made by ESLEECK.

Made of the best rag stock in a quality mill, they are

Both light and strong,
Both thin and durable,
Both good looking and useful.

These dependable papers are sold by leading paper merchants.

Ask Dept. H for new sample book.

MADE BY
ESLEECK MFG. CO.
TURNERS FALLS, MASS.

You Need This New Miller Catalogue

BECAUSE it is more than an ordinary catalogue merely illustrating and describing **Miller Universal, Special-Purpose** and **Printers Bench Saw-Trimmers**—it is a valuable treatise, a *record* of *progress* if you please, setting forth the most efficient and latest approved composing room methods.

You'll be vitally interested in what the book reveals regarding conditions in your own shop—how your men are confronted every day with various kinds of cutting, sawing and trimming jobs and how they are forced to tackle these jobs with hand tools—possibly explaining why time tickets get top heavy.

If you have not already received a copy of the new Miller Saw-Trimmer Catalogue, it will pay you to drop us a line at once, on your business letterhead, as a means of making sure you are not overlooked.

Miller Saw-Trimmer Company
PITTSBURGH, U. S. A.

BRANCHES: Atlanta—Boston—Chicago—Dallas
New York—Philadelphia—San Francisco

TORONTO TYPE FOUNDRY CO., TORONTO
Canadian Selling Agents, Outside British Columbia

Manufacturers of
Miller Automatic Feeders

IMPERIAL

LINOTYPE, INTERTYPE AND MONOTYPE

METAL

Buying the **best** Linotype and Monotype metal is more than satisfaction from a job well done. It means real Printing Economy. Economy that results from the increased pleasurable reading of clean sharp type. **Imperial** Linotype, Intertype and Monotype metal is universally recognized as the **best** in its field. Supplied the length and breadth of the Dominion.

Gives a Clear, Sharp Blackface Letter

Through the use of purest metals and the employment of special cleaning and mixing machinery **Imperial** Type metals produce superior type faces. The quality results of these "Canada" Metals have become so well known that to-day they are used to best advantage in 90 per cent. of Canada's Job Printing and Newspaper offices.

IMPERIAL LINOTYPE AND INTERTYPE

Imperial Linotype metal was made to serve the first Linotype machines introduced in Canada. So satisfactory were the results that to-day nine out of every ten Linotype machines use this metal.

IMPERIAL MONOTYPE

Imperial Monotype is the easiest flowing, hardest, cleanest metal made. Its good reputation dates from the first Monotype machines. For large type we make a genuine regular Type Formula metal—no better type metal made anywhere.

Prompt Shipment to Any Part of the Dominion.

THE CANADA METAL COMPANY, LIMITED

Hamilton Montreal TORONTO Winnipeg Vancouver

LUCKETT'S STERLING LINE

MADE IN CANADA QUALITY

Some people will tell you that the above means "Poor Quality," and it does in some things.

With us it means the best that can be made by anyone, anywhere.

Our goods are on sale in every part of Canada and we have built up a reputation amongst users for quality and dependability.

We have done this by simply refusing to cheapen our product by making use of inferior materials, or permitting inferior workmanship to pass inspection.

EVERY article bearing our trademark is backed by our unlimited guarantee of mechanical correctness. Our entire business is Loose Leaf for the Trade. We believe we know just how this class of goods should be made.

CAN *YOU* AFFORD TO TAKE CHANCES WITH *YOUR* REPUTATION BY SELLING INFERIOR GOODS?

LUCKETT LOOSE LEAF, LIMITED
545-549 KING ST. WEST TORONTO, ONT.

for the
PRINTER

for the
BOOKBINDER

for the
BOXMAKER

We Make a Specialty of Fitting Out Complete Bindery Plants

We Stock for Prompt Delivery

Ruling, Wire Stitchers, Paper and Numbering, Folding, Cutting, Perforating and Punching Machines, and all Supplies for the Bookbinder.

Rebuilt Machines of Every Description

The J. L. MORRISON CO.
445-447 King Street West
TORONTO

Read what a *satisfied* customer said—

THE EVENING TELEGRAM
TORONTO

CORNER BAY AND MELINDA STREETS

ESTABLISHED 1876
BY J. ROSS ROBERTSON

REPRESENTATIVES
VERREE & CONKLIN
NEW YORK, BRUNSWICK BUILDING
CHICAGO, STEGER BUILDING

May 1st. 1920.

A Roller Without a Pin Hole

No Roller Too Small—

No Roller Too Large

Messrs. Sinclair Valentine & Hoops,
233 Richmond St.,
TORONTO, ONT.

Dear Sirs:-

As we understand you are desirous of an expression of our opinion with regard to the rollers you made for us for our Superspeed Press in October last; we have pleasure in saying that our experience with these rollers has been entirely satisfactory. We have had no trouble whatever with them, and the original rollers are still running and standing up well under working conditions.

The large 7" rollers have proved entirely satisfactory, and we have pleasure in subscribing to this letter of appreciation.

Yours very truly,

THE EVENING TELEGRAM.

A. T. Shadwick

Business Manager.

ATC-F.

One Brand: "Quality Composition"

Sinclair, Valentine & Hoops

LIMITED

233 Richmond Street West, Toronto

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

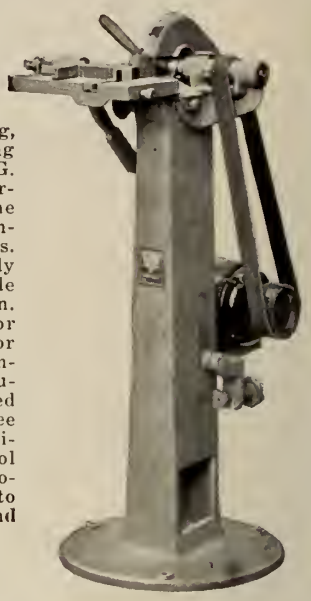
Have You a Sample Book of UTILITY-ACCORD ?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

C & G TRIMMITER

Saws, Trims and Miters



A new method of sawing, trimming and mitering is embodied in the C.&G. Trimmiter. Work is arranged in front of the gauge—a distinct advantage over other machines. Side gauge is instantly adjusted, saving valuable time on every operation. Table can be raised or lowered to trimming or slitting position. It combines precision, accuracy, simplicity, speed and safety. Users agree that it is the most efficient and economical tool of its kind ever produced. **You can use it to paying advantage. Send for details.**

May be seen in operation at

DeCarle-Wareham Co.

74 Market St., Toronto

A magazine "somewhat different" from the other periodicals devoted to the graphic arts is

The Printing Art

Issued monthly by The University Press
Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be an excellent description of THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy.
Canadian, $4.50 per year; 45 cents per copy.
Foreign, $6.00 per year; 60 cents per copy.

Write for full details

The Printing Art
Cambridge, Mass.

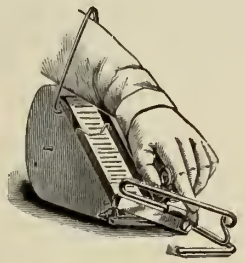
Let Us Set Your Type!

We Can Reduce Your Expense

Linotype and Monotype composition! Quick, efficient and economical service! If you have no machines it will pay you to send your straight matter and tabular jobs to us. If you have machines, but have more work than you can conveniently handle, let us help you out of your difficulties. Trade work only, including composition and make-up delivered in galley or page form to offices in Toronto and outside points. **English translated into French.**

No Connection With Any Printing House

Mono-Lino
Typesetting Co., Limited
160 Richmond St. West
Toronto

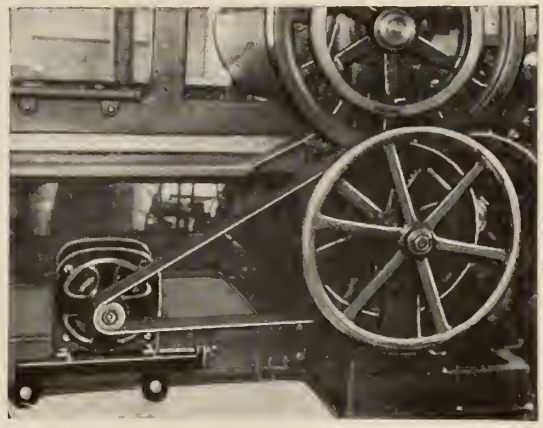


THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.



A Kimbleized Print-Shop Runs Smoothly

With a Kimble Motor driving each press —cylinder or jobber—your *power* problems are at an end.

For these are printing press motors, made for this one special purpose; and suited to exactly the conditions involved in printing press drive.

We are familiar with *all* makes, types and sizes of presses; and all you need to do is to send us the name, number and size of each of your presses and the voltage and frequency of your alternating current electricity and we will tell you the size, type and price of the Kimble Motor you need.

It won't cost you anything to get an estimate; and we will be able to show you how you can cut current consumption while increasing impressions per hour.

KIMBLE MOTORS

KIMBLE ELECTRIC CO.

N. Western Ave.,
CHICAGO, ILLINOIS.

GREAT WEST ELECTRIC CO., LTD. 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Canada, for all points east of Port Arthur and Fort William.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

Efficient! More Efficient! Most Efficient!

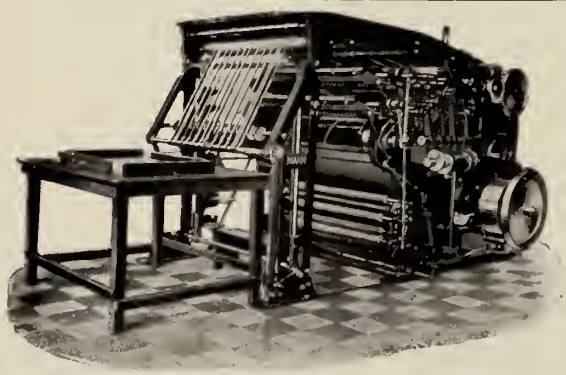
1871 1921

MANN

MACHINES are the superlative comparison of efficiency for all Lithographic Printers.

WHY? Because they are the product of the best brains of the lithographic printing world in conjunction with the best brains, machine tools and work of engineers with

FIFTY YEARS' EXPERIENCE OF LITHOGRAPHERS' NEEDS



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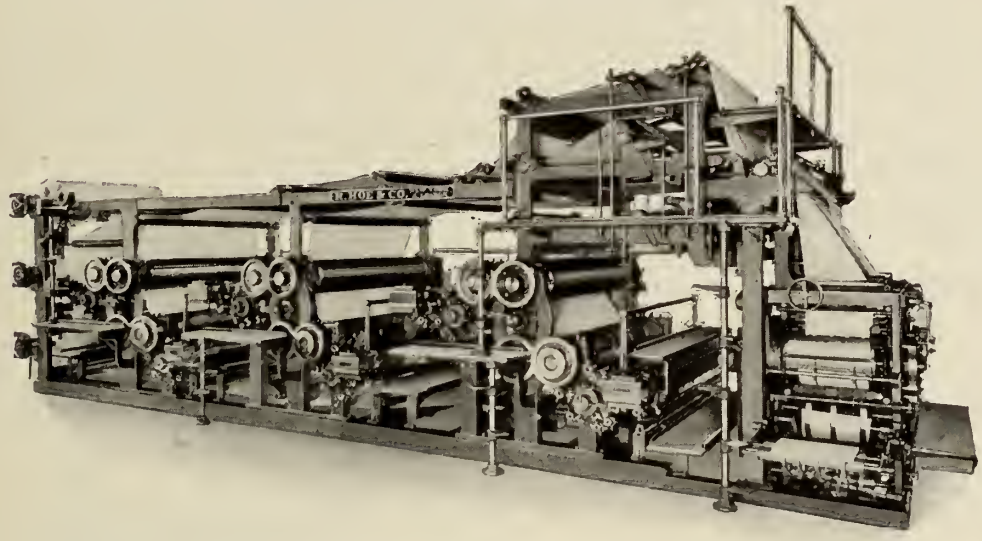
Both of Operation and of Up-keep, which is the most important consideration in the purchase of Printing Machinery for any Newspaper Office.



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A new Low-Type Unit Press, built in various designs to meet the needs of purchasers.

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Our New Design SUPERSPEED Presses, embodying Patented Ink Pumps, Solid Steel Cylinders, Independently-Driven Printing Sections and other new features, constitute the *Best Investment* from the viewpoint of Speed, Net Output and Ease in Running as well as Economy of Operation.

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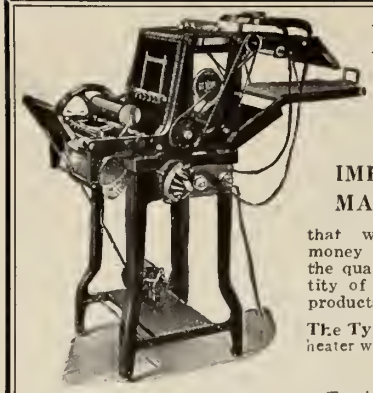
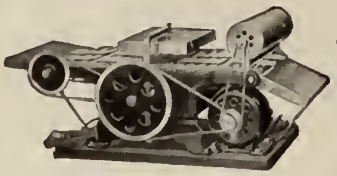


The Do-More Automatic Process Embosser

with IMPROVED MACHINES that will save you money and increase the quality and quantity of your printing products.

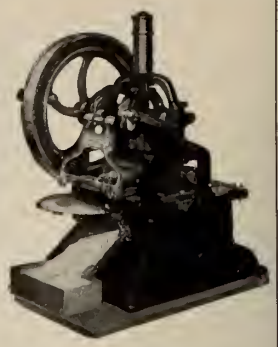


The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

The Typo-Embosser is our Improved Process Embossing Machine. With double heater will take any size of stock up to 12 inches wide. *Write for our booklet No. 9 to-day.*



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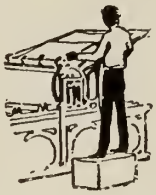

Foreman: "What's wrong with your ink, Charley? This job isn't up to the standard by a long way."

Pressman: "I know it; just opened a tin of the new ink, and that's the result. It is useless for a good class of work."

Foreman: "Looks as though we have been stung. Better clean up and open that tin of Shackell Edwards Lustre Black on my desk. There will be fresh supplies here shortly."

Pressman: "Ah, that's some ink."

"LUSTRE" BLACK

The Best Black Ink to-day for halftone printing.
The Black that is always the same.

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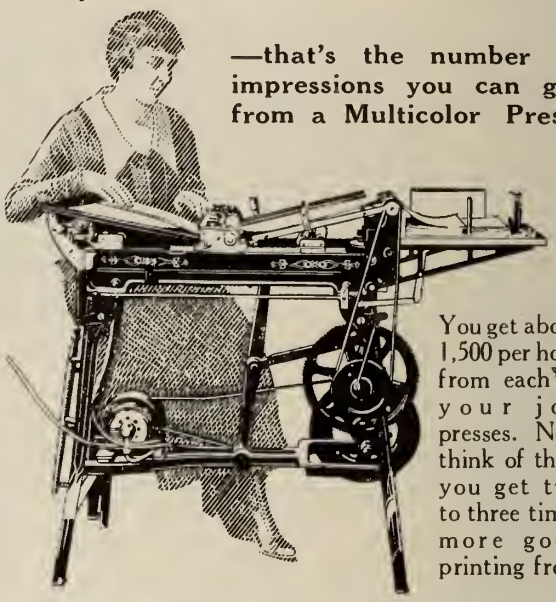
4,000 PER HOUR

—that's the number of impressions you can get from a Multicolor Press.



You get about 1,500 per hour from each of your job presses. Now think of this: you get two to three times more good printing from

The MULTICOLOR Press

Prints letterheads, billheads, envelopes, leaflets, imprints, labels, booklets—in fact anything within its capacity; sheet size, 9½ x 14 in., type page 8 x 12 in. It prints from type or plates of any kind. Service rendered to users. INVESTIGATE NOW!

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Here's what we have done for others:
Sold machinery and printing equipment of all kinds.
Brought together employers requiring men to fill positions, and employees seeking positions.
What we have done for others, we can do for you.

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Two cents per word, with a minimum charge of $1.00 for fifty words or less.
Secrecy is secured by using a box number, which counts as five words.
OUR CLASSIFIED SECTION is a sure result-getter. USE IT!

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Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade

Mark

Our Tympan Papers can be had through

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Head Office : Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
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The Cromwell Paper Co.

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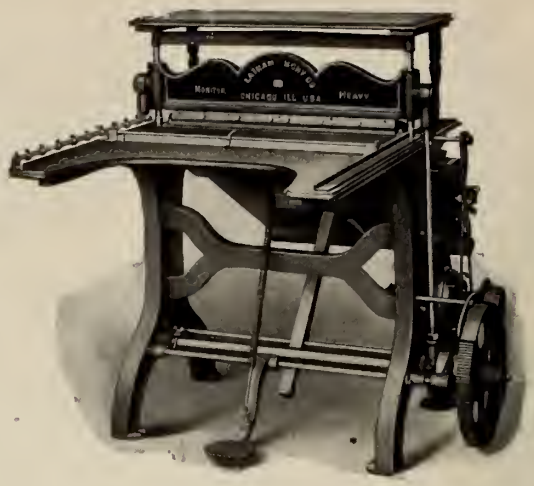
Extra Heavy Perforator
Speed and Durability

THE MONITOR EXTRA HEAVY PERFORATOR combines these two essentials. Equipped with Feed Gauge and Back Roll Delivery, it is possible to make all parallel lines of perforation at one handling of the stock through the machine, thereby eliminating resetting the gauges and many handlings of the stock. The DIE PLATE in the machine is made of hardened tool steel. The STRIPPER is of heavy T bar iron with brass facing, insuring perfect alignment of the pins with the Die Plate without friction on the pins. The PINS are also hardened, but not as hard as the Die Plate; they can readily be replaced at small cost in your own plant.



There is more to tell about this finely-built tool —send for complete description of this or any other MONITOR machine you may be interested in. The MONITOR line also includes punches, stitchers, pagers, etc.

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The Monitor No. 1 Wire Stitcher

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A Trial Will Convince You

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Ask for Catalog No. 31 to-day.

Our Service Department will gladly furnish you any information desired about Monitor No. 1 Wire Stitcher or any other machines of the Monitor line.

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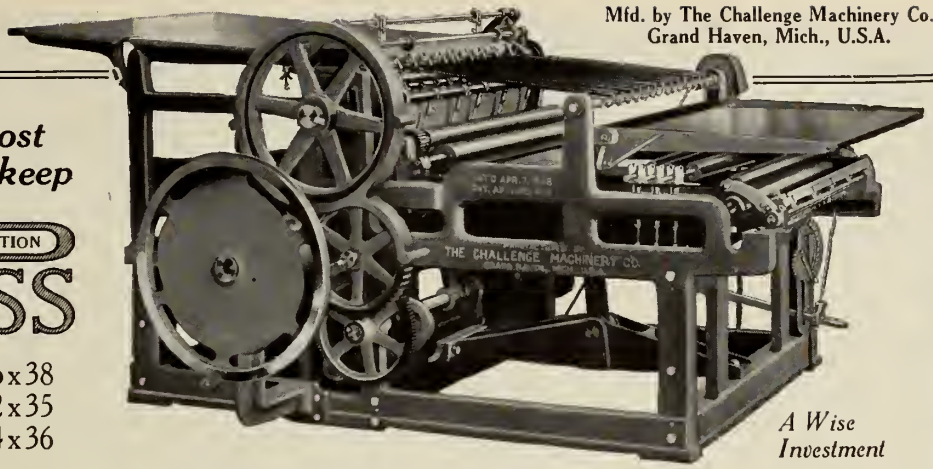
Size of Press Bed - 26x38
Size of Type Form 22x35
Will take sheet up to 24x36



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You Cannot Afford to Overlook These Points of Superiority

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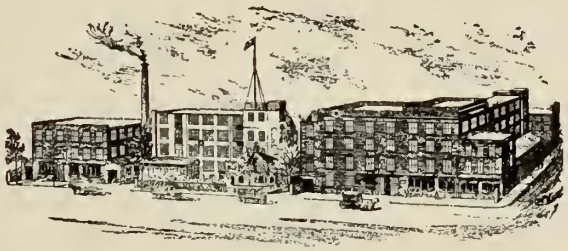

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Labels will neither curl nor cake together if they are printed on Jones' Non-Curling Gummed Paper. Be sure to specify JONES' in your next order.

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The Ideal Paper for Circular Letters, Inter-Office, Factory Forms, etc., where distinctive tints are desired by the different departments to facilitate quick identification of the different forms.

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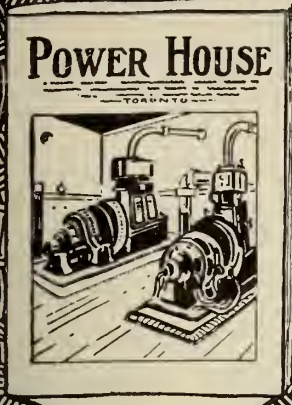

Obligations

These four dominant factors of Canadian industry —Power House, Canadian Machinery, Canadian Foundryman, and Marine Engineering—are all members of the Audit Bureau of Circulations and of the Canadian National Newspapers and Periodicals Association.

These memberships entail obligations which are a protection to both subscriber and advertiser. The first requires perfect frankness with regard to circulation. The second, that the subscribers' and advertisers' interests shall receive first consideration. MacLean Publications give their clientele absolute protection as well as service of a high order.

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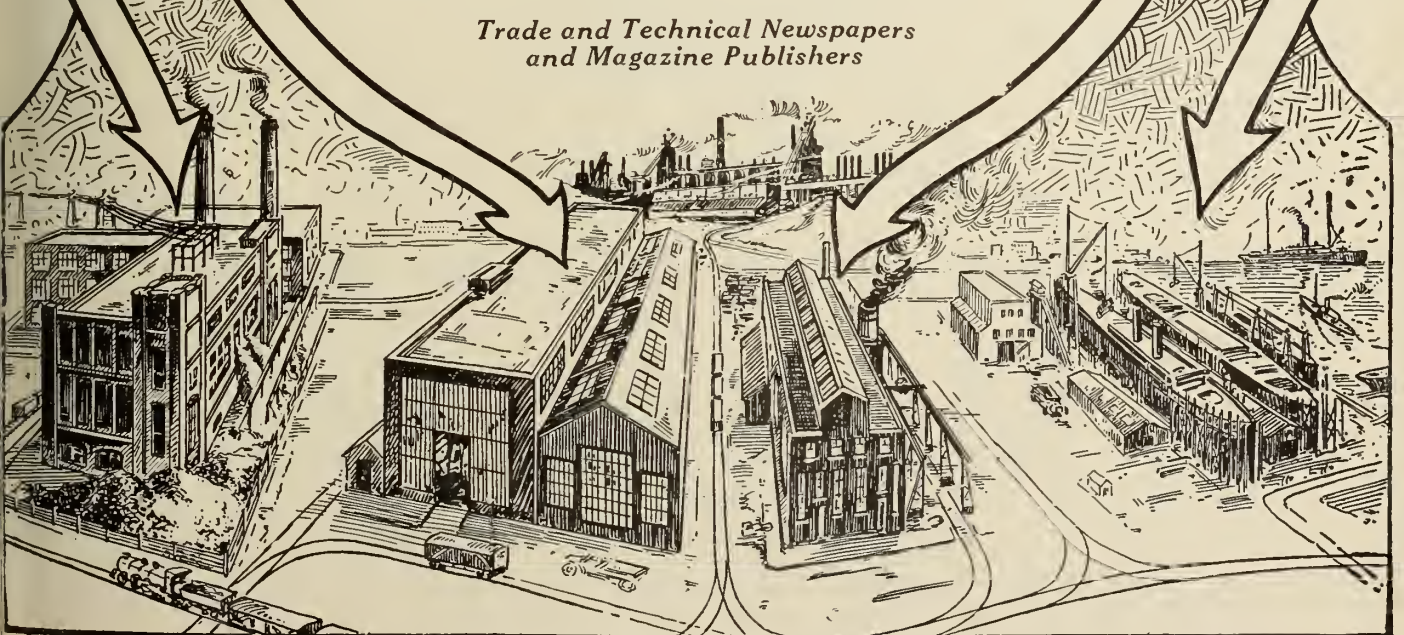

Can We Salvage Our Railways?

THIS is the biggest question facing Canadians to-day—overshadowing even the tariff, housing, wages, "buyers' strike," and other vital questions. Why? Because every man in Canada, with a wife and three children, is paying $80 a year, on the average, toward the running of our National Railways, *whether he or the members of his family ever board a train from Jan. 1 to Dec. 31!*

Frank S. Cahill, M.P.—keenest critic in the House of Commons of the Government in railway matters—has written for April 15th MACLEAN'S a striking article, in which he calls for the handing over of the railways to a private corporation—*to run properly.*

Also, in another striking article a prominent, nationally-famous, business man calls for the appointment of a commission of railway experts—probably (so that they may be unbiased) selected in the U.S. After a searching investigation, he advocates that:

1—Certain lines be leased to the C. P. R.;
2—Non-paying lines cut off;
3—Remaining lines handed over, on equitable basis, to private company.

What do business men think of the parliamentary committee appointed to investigate railway conditions? — "Political probe? Pah!—a bunch of amateurs!"

Review of Reviews

Squandering Uncle Sam's Billions Paul V. Collins
German Industry Recovering Lindsay Bashford
London Journalistic School Founded Lord Northcliffe
"Law-and-Order'—Coolidge Arthur C. Brooks
Rubber Substitute Discovered Pan-American Magazine
Northcliffe's Bathtub Interview Roger Lewis
African Buffalo a Fighter Charles E. Akeley
Suggested Capital-Labor Solution James Kidd
Some Queer Clubs ..... Sunday Express
Sugar From Pumpkins ..... J. N. Bishop
Present Conditions in Roumania Charles Woods
What Is Education? ..... Alexander Irvine
Germany, Shakespeare and Bacon London Times
Auction Bridge for Two A. E. Manning Foster
X-Ray Movies .... Prof. Harold E. Richards
A Vital Factor of Success . Lord Beaverbrook
Should Britain Abandon Mesopotamia? Ikbal Ali Shah
What Should Germany Pay? Bernard M. Baruch

—also

Articles — news and feature

"GIVING AWAY OUR PROFITS"—
By Agnes C. Laut.
A strong plea for Canadians to make the most of their raw product assets,—particularly pulp and fur.

"OIL IN THE SPLENDID SIXTIES"—
By Victor Lauriston.
The romantic story of the oil boom in Western Ontario half a century ago.

"OUR AUTHORS GET TOGETHER"—
By Arthur Stringer.
Union of Canadian pen-pushers and type-writer-tappers is formed in Montreal—what it means to our Country.

"THE MORAL HAZARD"—
By Guy Morton.
What happens in Spring if you insure your flivver at the valuation of a Rolls-Royce.

Fiction—bright, national

"PAWNED"—
By Frank Packard,
the noted Canadian author. A big instalment of this serial, with wonderful illustrations painted, in Italy, exclusively for MACLEAN'S, by Charles L. Wrenn.

"A JUNGLE MEAL TICKET"—
By Stanley R. Hofflund.
A toothless lion, two elderly men, a young man and a girl evolve their destinies. Illustrations by Mary Essex, of Montreal.

"NIGGER, STOP DAT FIGHT"—
By Archie McKishnie,
of Chatham, who knows how to tell a droll story of "cullud pussons." Illustrations by H. Weston Taylor.

"SALVAGE"—
By Charles Christopher Jenkins.
An unusual North Country story, by a staff writer on MACLEAN'S who has lived what he writes. Illustrations by R. M. Brinkerhoff.

APRIL 15th ISSUE NOW ON ALL NEWS-STANDS *20 CENTS*

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EVERYWHERE,
CANADA.

Spring, 1921

Gentlemen:—

We believe Envelopes are one of your main articles of Commerce. You do not make the envelopes you sell, but you most certainly make the inserts (Folders, Invoices, Statements, Letterheads, various Forms, etc.), the mailing of which necessitates the use of an enormous amount of envelopes daily.

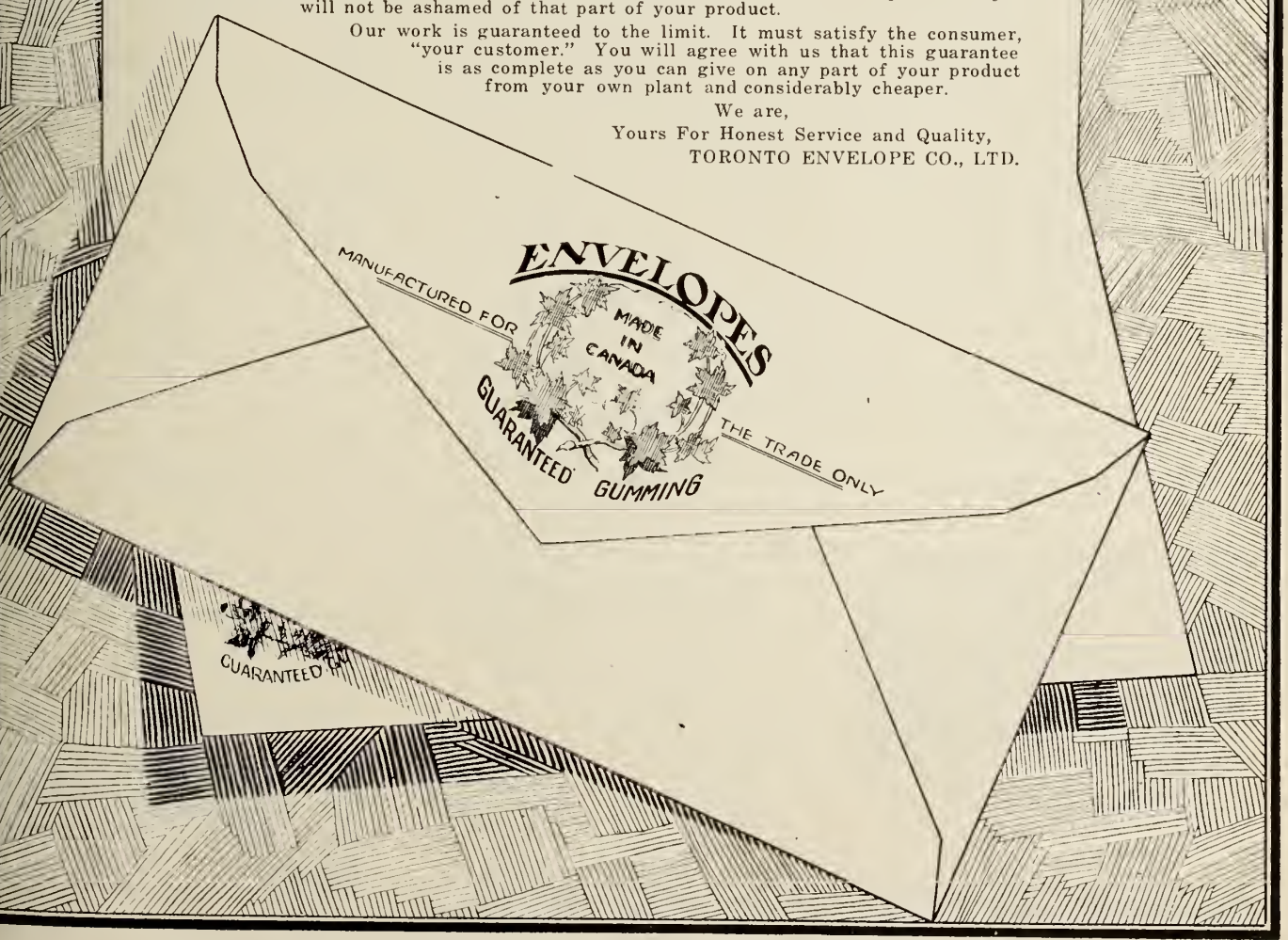
We are your Envelope Department—we sell and manufacture for the Trade only. Have not stepped off this narrow path since the day we started, July 1, 1916. We will work out your envelope problems, make suggestions, quotations, samples, anything you would expect to get from your envelope department if it was actually part of your own plant. We are part of your business and a money-making part of it, too. Use us!

The Trade generally do not realize what a large field the Printing of these envelopes, especially with "Better Printing" presents to them. A salesman would not call on a customer in a suit and outfit that was slovenly, sloppy and suggested neglect. Yet how many of your customers do you allow to send "Sales Efforts" through the mail in sloppy, slovenly printed envelopes because the envelope part of the order was a nuisance? Even the cheap printing price is no excuse for allowing your best efforts to be endangered by the poor carrier you sell with a catalogue or some form of real effective "Sales Effort."

Consider the amount of Press work that you are passing by, not to mention the profit. Stop considering an envelope order a nuisance. Just as soon as you and your salesmen do this you will start to sell envelopes Printed in your own plant and you will not be ashamed of that part of your product.

Our work is guaranteed to the limit. It must satisfy the consumer, "your customer." You will agree with us that this guarantee is as complete as you can give on any part of your product from your own plant and considerably cheaper.

We are,
Yours For Honest Service and Quality,
TORONTO ENVELOPE CO., LTD.



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ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Coburg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Berry Machine Co., St. Louis, Mo.
Christensen Machine Co., Racine, Wis.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Kallstrom, J., New York City.
Liberty Folder Co., Sydney, Ohio.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Luckett Loose Co., Toronto.

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(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

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Golding Mfg. Co., Franklin, Mass.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Publishers' Protective Association, Toronto.

EFFICIENCY EXPERT
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ELECTROTYPING AND STEREOTYPING
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Toronto Electrotype & Stereotype Co., Toronto.

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ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.
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EMBOSSING EQUIPMENT
Automatic Ptg. Devices Co., San Francisco, Cal.
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

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National Photo Engraving Co., Montreal.
Reliance Eng. Co., Toronto.

ENVELOPE MANUFACTURERS
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Dawson Ltd., W. V., Montreal and Toronto.

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Had he turned them over to us there would have been no reason for such action.

We collect where others fail.

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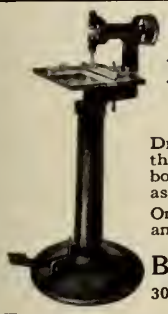
LONDON, ENGLAND.

Buyers' Guide



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¶ Printer and Publisher is the only paper in Canada reaching the Printing and Publishing Trade.

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¶ Our Classified Advertisement Section is a result-getter.

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Dominion Printing Ink Co., Ltd., Toronto.
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Manton Bros., Toronto, Ont.
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Stephenson, Blake & Co., Toronto.
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The Challenge Machinery Co., Grand Haven, Mich.
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Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
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Buyers' Guide

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Regarding

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A REQUEST FOR CHANGE OF ADDRESS must reach us at least thirty days before the date of the issue with which it is to take effect. Duplicate copies cannot be sent to replace those undelivered through failure to send this advance notice. Be sure to give your old address as well as the new one.

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Multicolor Sales Co., Toronto.
Premier & Potter Ptg. Press Co., Inc., New York
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The Challenge Machinery Co., Grand Haven, Mich.
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"REDUCOL"

Manton Bros., Toronto.

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SIGNS

National Sign Co., Toronto.

TINNING, ETC.

Cooper Calendar Metal Co., Toronto.

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Westman & Baker Limited, Toronto.

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Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

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Toronto

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and
AUTOMATIC CONTROLLERS
for
Printing Presses

Electrical Repairs of All Kinds

THE Toronto Telegram, the Toronto Globe and other large Ontario newspapers, as well as job printing offices, retain the Leslie Electric Co. to install their electrical equipment for their presses. They have learned that it pays to have their work done by experienced hands, — men who have made a specialty of installing motors and automatic controllers for printing presses. No time is wasted with the Leslie staff on the job. The work is completed rapidly; it is done right, and our prices are no higher per hour than the other man's.

This is Our Specialty

We Save You Time and Expense

Motors and Controllers Furnished Complete.

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Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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National Safety Paper will protect cheques in every part—amount, payee, date and endorsements—against fraudulent alteration.

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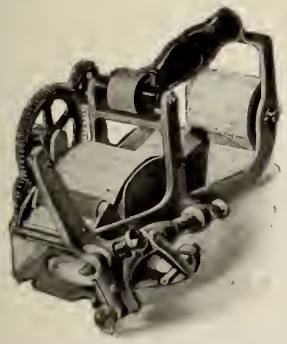

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Greenfield, Mass., U.S.A.

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(TINNING)

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CONDENSED
ADVERTISEMENTS
ON PAGES 50--51

SERVICE!

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Stereotypes

Telephone Ad. ***1636***

Also Long Distance Connections

If you want your Electros or Stereos TO-DAY get in touch with us by phone.
Quality Work Always!

Toronto Electrotype and Stereotype Co., Limited
122 Adelaide St. W. - Toronto

ARE YOU INQUISITIVE?

If not, do not pay any attention to this; if you are, look on pages 50-51.

"Merit never goes unrewarded"

THIS wise old saw is proven once more by the fact that three of the five Toronto dailies have recently commenced using "HOYT" Type Metals. Another tribute to unexcelled Hoyt quality.

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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"for better printing"

Be Ready for the Hot Weather

SUMMER ROLLERS

Order
"Sinew Brand for Wear"

CANADA PRINTING INK CO.
LIMITED
15 Duncan Street, Toronto

SUPERIOR TYPOGRAPHY

IN EVERY PRINTING PLANT

INOTYPE TYPOGRAPHY distinguishes much important work issued recently by great printing establishments. More gratifying still is the excellent product from smaller print-shops throughout the country since the introduction of the system. It was produced for this purpose: to enhance the productive quality of every book and job office, large or small. The noted master printer who created and developed it for the Mergenthaler Linotype Company embodied in it all that has made his own establishment famous and successful. Linotype Typography, which is applicable to any Linotype just as it stands anywhere, equips the shop with completely systematic material for composition of quality hitherto claimed as the exclusive property of hand composition. This standard is attainable with all the economies of keyboard operation and slug makeup.

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This announcement is entirely Linotype-composed. The face is Cheltenham Old Style. The initial letter is of the Cheltenham Linotype Typography series of ornament. The border is made up of Cheltenham matrices Nos. 776, 776¼, and 777, with matrix slide No. 1338b. There are many superb specimen sheets of Linotype Typography faces and related ornament. They will be sent on request.

CANADIAN LINOTYPE LIMITED

68 Temperance Street *Toronto, Ontario, Canada*

Volume 30, Number 4

May
ISSUE

Toronto, Canada, 1921

THE CANADIAN PRINTER & PUBLISHER

FEATURES:

Strikes Grow In Number

C.D.N.A. Annual Session

Getting a Correspondent

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

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Unequalled for All-Round Usefulness

IT invariably pays the printer to keep well-stocked with a good all-round cover paper—a cover paper he can use for catalogs, booklets, folders, broadsides, private post cards, etc.

Fibrestoc fills the bill! For value, for variety and all-round usefulness it is supreme! The printer who lays in a good store of **Fibrestoc** has a cover paper on hand which satisfies any customer.

IT is strong and bulky, with a quality appearance. It is well adapted for color printing and embossing, and is made in the most popular colors—buff, white, lavender, gray, robin's egg, blue, russet, brown, wine and green.

NOTE—If you are in the habit of buying imported covers, turn to **Fibrestoc**—you'll save several dollars per ream.

Sample book on request.

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Barkwell Paper Co. .....Winnipeg
Brown Bros., Limited .....Toronto
Buntin, Gillies & Co., Limited, Hamilton
Buntin, Gillies & Co., Limited, Ottawa
Canada Paper Co., Limited....Montreal
Canada Paper Co., Limited.....Toronto
Clark Bros. & Co., Limited....Edmonton
Schofield Paper Co., Limited....St. John
Smith, Davidson & Wright, Limited, Vancouver
Smith, Davidson & Wright, Ltd., Victoria
L. P. Turgeon .....Quebec

MADE IN TRADE MARK CANADA

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HERE ARE THE CHIEF CULPRITS:

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2. Lighted tobacco and matches.
3. Fires used carelessly for clearing land.

These things are public enemies. Put them out of business.

We cannot have Forest Jobs and Forest Fires in the same district

This advertisement is inserted in the interests of fire prevention by

CANADA PAPER CO

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Printing and Lithographing

INKS

Striving Ever to Make Them Better Has Made Them the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

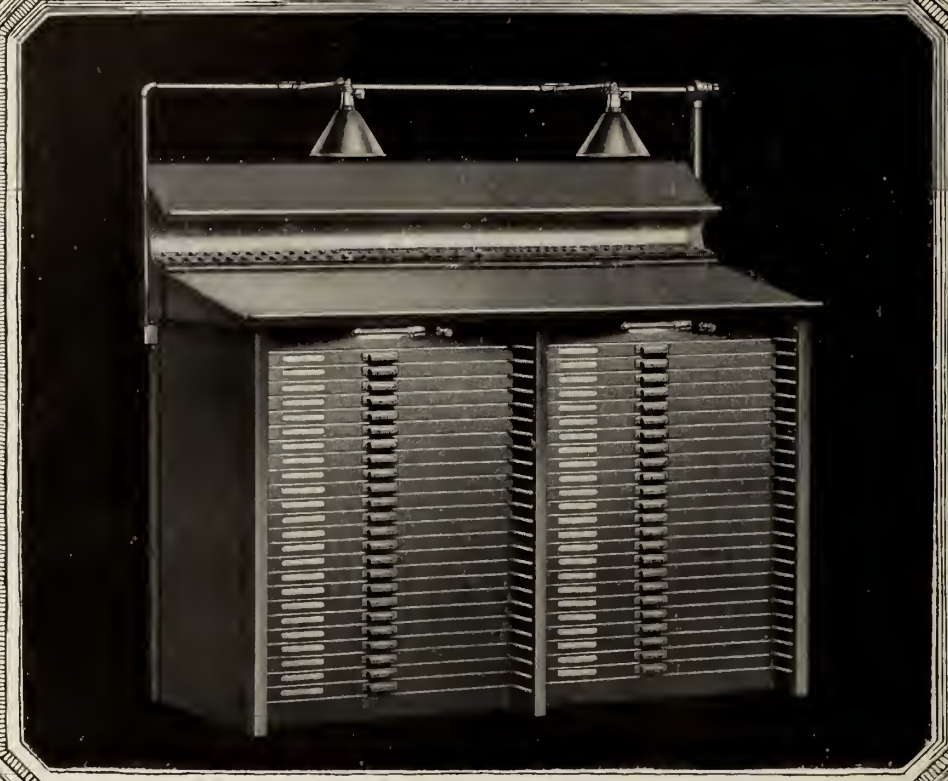
128-130 Pears Avenue, Toronto, Canada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

STEEL GOODS
HAMILTON
WOOD GOODS



MAYDAY THRIFT

Moving is always expensive and sometimes merely wasteful. A survey of over 2000 plants disclosed the fact that in the case of the majority their economical operation demanded a *reduction* of floor space, in order to gain due results from both manual and machine labor. Efficiency dictates *"better use of space,* by systematic arrangement and the installation of modern *conveniences."*

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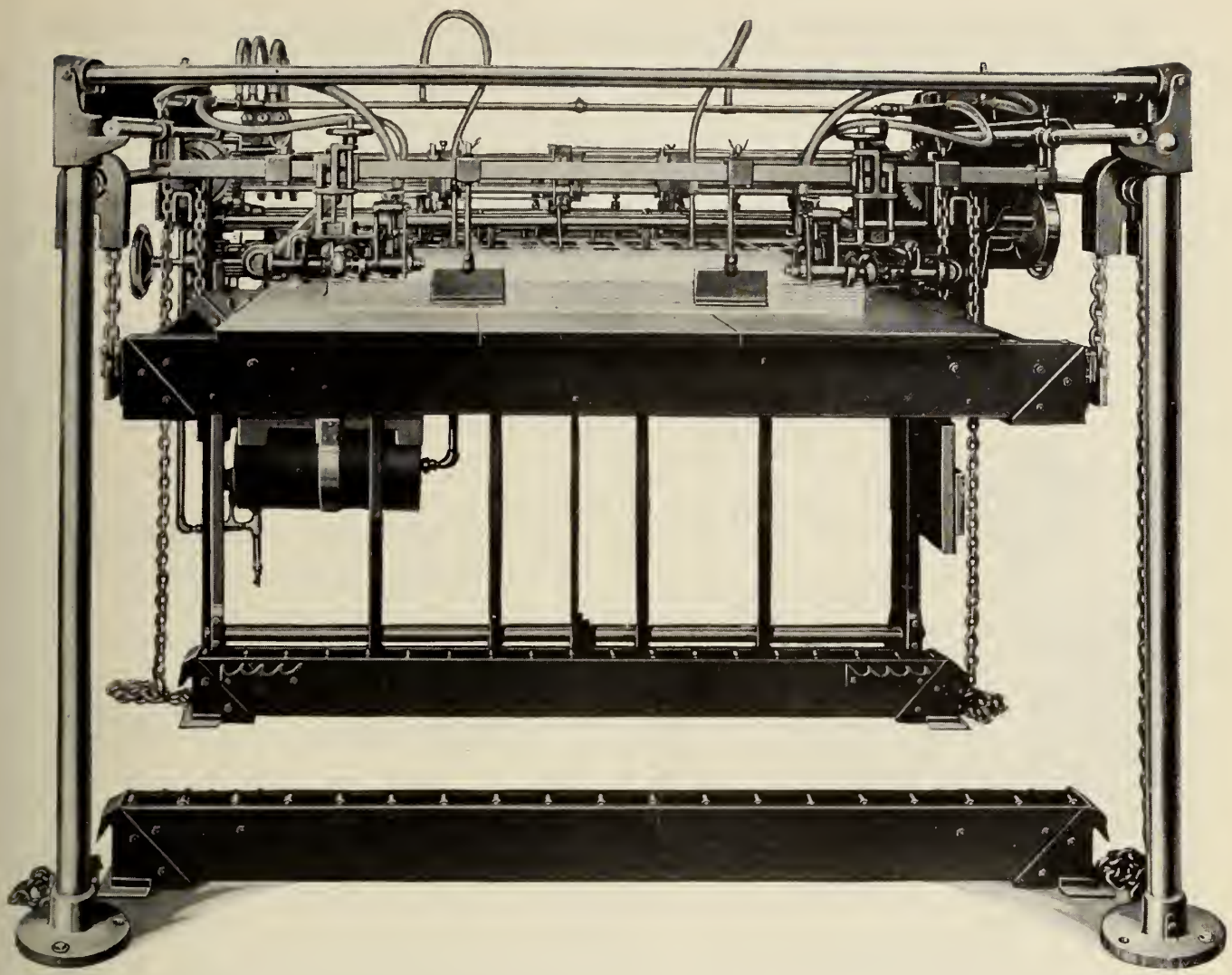
Hamilton Goods embody Convenience and Durability

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE



The New Dexter Suction Feeder

for PRINTING, LITHOGRAPH, OFFSET, EMBOSSING and CYLINDER CUTTING and CREASING PRESSES

Before offering this new Dexter Suction Feeder to the printing, lithographic and boxboard trades, a number of these machines were thoroughly tested in press rooms where paper and cardboard handling problems are especially exacting.

The performance record of each trial feeder has been entirely satisfactory. We now offer this new Dexter Truck and Re-loading Suction Feeder particularly to those printers, lithographers and box manufacturers whose paper feeding requirements are diversified and out of the ordinary.

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Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

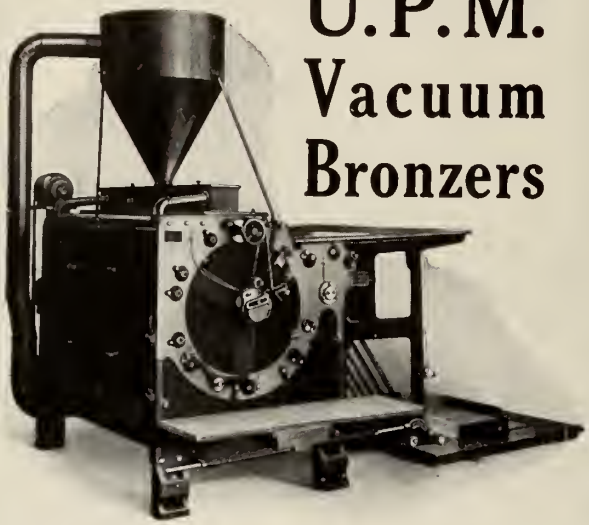
CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

United Printing Machinery Company

21 Houses

that use a total of **105**

U.P.M. Vacuum Bronzers



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Heywood, Strasser & Voigt Litho Co.	4
Ketterlinus Litho Mfg. Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

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of entirely eliminating static electricity is

THE

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

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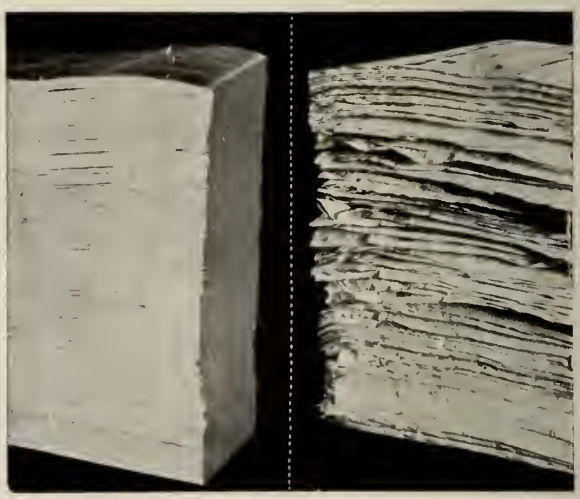


Send for copy of "Facts"

UNITED PRINTING MACHINERY COMPANY

38 PARK ROW NEW YORK | 604 FISHER BUILDING CHICAGO | 83 BROAD STREET BOSTON

Composition : Make-up : Non-Distribution Complete Composing-Room Service from a Monotype Trade Plant

[*There is one near you*]

THE Monotype trade plant offers you type faces that your customers will like, for they are the faces usually specified when good printing is wanted. The Monotype product helps to speed up your work, too, because corrections and alterations can be made from the sorts that the trade plant sends out with the job.

[YOU CAN GET THIS SERVICE FROM A MONOTYPE TRADE PLANT]

EVERY Monotype trade plant has a makeup department, fully and continuously equipped with Monotype type and spacing material. This is to your advantage, also, as your own men can make all necessary changes in a form without annoying delays.

[YOU CAN GET THIS SERVICE FROM A MONOTYPE TRADE PLANT]

IF YOU want your own composing room to operate on a time-saving basis, the Monotype trade plant can furnish the material needed for Non-Distribution. By this system you increase your percentage of sold time and get in production what you pay for in labor.

[YOU CAN GET THIS SERVICE FROM A MONOTYPE TRADE PLANT]

LANSTON MONOTYPE MACHINE CO.
Originators of Non-Distribution
PHILADELPHIA

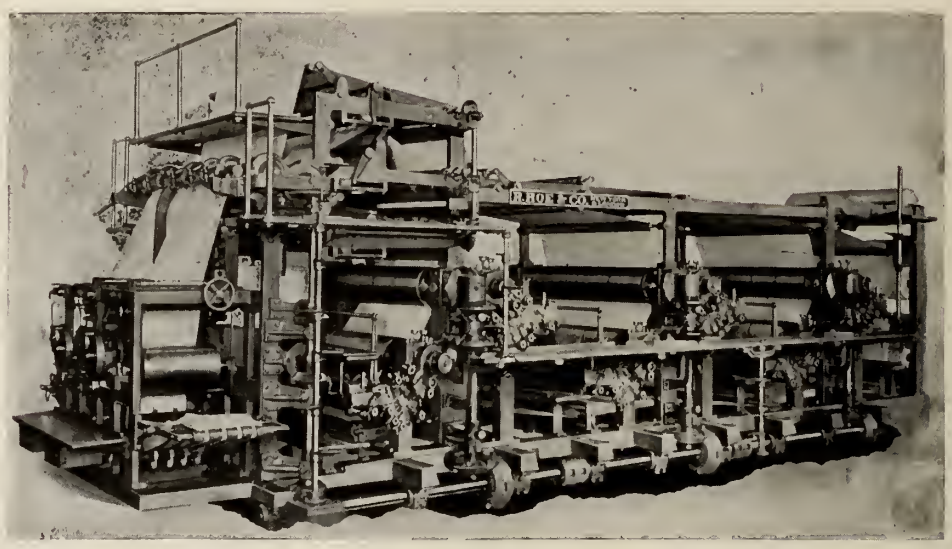
This advertisement is one of a series, and is a part of our campaign of Trade Plant Co-operation.

321

DEPENDABLE

For a Full Century HOE on a Printing Press

Has Stood for Quality and Dependability



Hoe *Superspeed* Sextuple Press

A new Low-Type Unit Press, built in various designs to meet the needs of purchasers.

Floor cut away to show Independent Drive of Printing Sections.

Actual Running-Speed Capacity

80,000 papers per hour of 4 to 12 pages
40,000 papers per hour of 14 to 24 pages
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HOE Machines can *always be depended upon* and outlive and outwork all others because every part is made with the utmost accuracy and from the best materials obtainable. Our experience of over 100 years in the manufacture of Printing Machinery, together with the largest and best equipped manufacturing plant in the world for the purpose, enables us to turn out Presses that *cannot be equalled* elsewhere.

R. HOE & CO.

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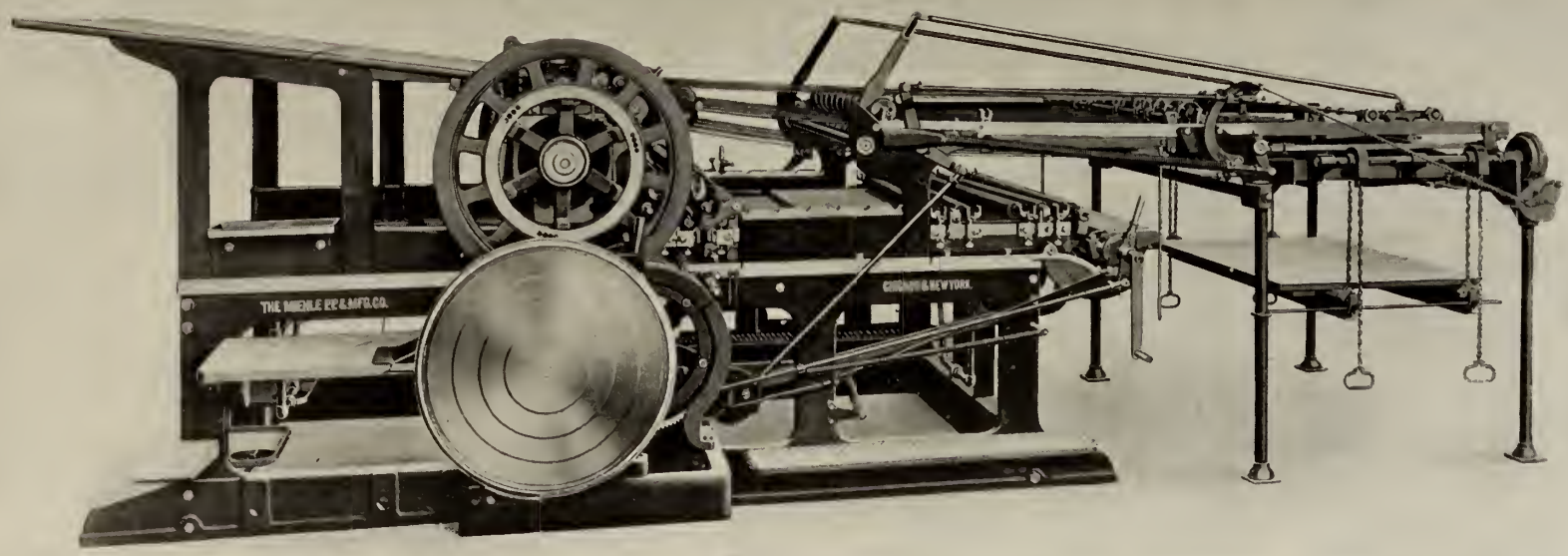
CHICAGO, ILL.

109-112 Borough Road
LONDON, S.E. 1, ENG.

7 Water Street
BOSTON, MASS.



MIEHLE PRESS WITH COMBINATION EXTENSION DELIVERY AND LOWERING TABLE

THE United States District Court at Chicago on February 3, 1921, entered a decree sustaining the validity of Miehle Patents Nos. 909,199 and 1,089,342, covering the Miehle Combination Extension Delivery and Lowering Table, and ordering an injunction against the defendants.

Manufacturers and sellers of extended delivery and piling tables for printing presses *infringing the said patents* have been warned, and unless their infringements promptly cease injunction proceedings will be instituted.

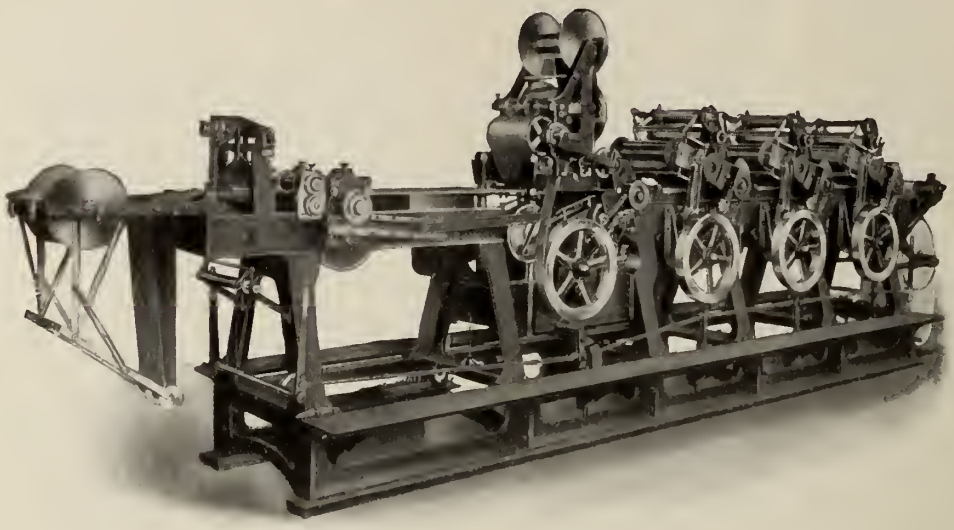
MIEHLE PRINTING PRESS & MFG. CO., Fourteenth and Robey Streets, Chicago

Sales Offices in the United States
CHICAGO, ILL. - - 1218 Monadnock Block
NEW YORK, N. Y. - 2840 Woolworth Bldg.
ATLANTA, GA. - Dodson Printers Supply Co.
PHILADELPHIA, PA. - Stephen Girard Bldg.
DALLAS, TEX. - - - 611 Deere Bldg.
BOSTON, MASS. - - - 176 Federal Street
SAN FRANCISCO, CAL. - 693 Mission Street
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

In answering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

NEW ERA
MULTI-PROCESS PRESS



Announcement

THE New Era Printing Press, formerly manufactured by the Regina Company, Rahway, N.J., has been purchased by the undersigned. We have purchased the machinery, patterns, drawings, stock of parts, patents and good will, and are prepared to promptly supply repair parts and fill all new orders.

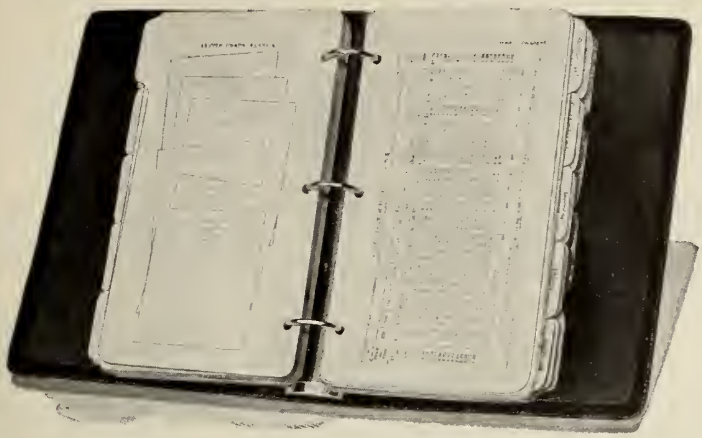
We are now located in a new factory especially equipped for the building of these presses exclusively. The New Era Press is a flat bed press, roll feed, designed for printing tags, tickets, cartons, labels, gummed tape, and other specialties.

Delivers job complete, any number of colors, and other operations—rewound or flat sheets trimmed.

NEW ERA MANUFACTURING CO., Inc.

Office and Plant:

392 Straight Street, Paterson, New Jersey



The *Standard* Guide

EVERY PRINTER will appreciate the tremendous value of the production data from thousands of plants, gathered during years of research work, which form the basis of the Typothetae Standard Guide — making it the one *authoritative* guide to the estimating and pricing of printing.

CAREFULLY SUBDIVIDED, thoroughly indexed, copiously illustrated with reproductions of typical jobs, this handy loose-leaf volume represents one of the greatest forward steps ever taken by the printing industry.

BY ITS USE, any printer, anywhere, can readily arrive at the cost of any job with the sure knowledge that his quotation will be *correct,* whether estimated from the production record data or made from the pricing schedules in the book.

The Standard Guide will be furnished to any printer at the nominal cost of **$20**

Semi-monthly Revision Service, which keeps the Standard Guide *always* correct and up to date, is furnished at $10 a year—$30 in all for the first year and each year thereafter, only **$10**

Guide and Revisions become your ***permanent*** *property.*
In ordering, or for further information, address

United Typothetae *of* America
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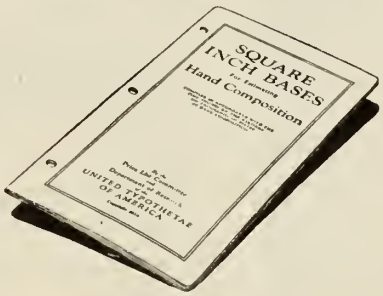
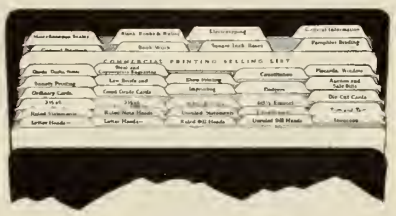
Features of the Standard Guide



A RECENT ISSUE of the semi-monthly Revision Service—in this instance, the Square Inch Bases, so long sought by the printing world.



THE COMPREHENSIVE INDEX is a wonderful time-saver—as every user of the Standard Guide will appreciate.

ILLUSTRATIONS of typical jobs are shown in connection with the commercial printing price schedules — a tremendous help in quickly arriving at a price.

ONE COPY of the Typothetae Standard Guide, together with regular Revision Service for this copy, is furnished to every printer becoming a U. T. A. member, so long as he remains in good standing.

For Twenty-five Years we have Supplied our

COMBINATION
AND
LINOTYPE METALS

to the

MAIL AND EMPIRE
THE GLOBE
THE TELEGRAM
THE STAR

All Great Toronto Dailies

The clear print and sharp cuts speak for themselves. These papers exclusively supplied by us. If interested, ask them. They will gladly tell of our service.

THE CANADA METAL CO., LIMITED

Toronto Hamilton Montreal Winnipeg Vancouver

Fishing for Whale with Trout Tackle

You can't catch a whale with a trout rod! You can't land big business with inadequate methods!

Inadequate methods in advertising are characterized by unscientific space buying. The most skillfully prepared copy placed in the wrong media will fail of its full purpose.

The list of publications compiled on a basis of total circulation is as inadequate and unscientific as assuming that, because a rod will catch trout in a brook, it will catch whale on the high seas.

How is the circulation obtained? See sections 21 and 22 of an A. B. C. report. Where is it distributed? See sections 16 and 17. What degree of reader interest has it? See section 23.

These and many other questions concerning factors which vitally influence the value of circulation should be asked before buying. The answers can be obtained by thoroughly studying and analyzing the facts contained—not on the cover only—but on every page of an A. B. C. report. This is the first step toward scientific space selection.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half.*

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

Buntin Gillies & Co. Limited

B & G

CABLE BOND

MADE IN CANADA

A high-grade Bond Paper for Correspondence and Business Forms.

WHITE WOVE

Ream Lots	39½c per lb.
Case Lots	37½c "
Ton Lots	33½c "

Stocked in—

17 x 22—*13 lb.
17 x 22— 16 lb.
17 x 22— 20 lb.
17 x 22— 24 lb.
17 x 28—*16½ lb.
17 x 28— 20½ lb.
17 x 28— 25½ lb.
17 x 28— 30½ lb.
19 x 24— 19½ lb.
19 x 24— 24½ lb.
22 x 34— 32 lb.
22 x 34— 40 lb.
22 x 34— 48 lb.

*Bond Paper lighter than 17 x 22—16 lb., will be charged on basis of 17 x 22—16 lb.

Cable Bond Envelopes

WHITE WOVE

	Less Per M	Case Lots Per M
7-20	$3.35	$3.05
7-24	3.85	3.50
8-20	3.55	3.20
8-24	4.10	3.70
8-24—Classic Flap ...	4.80	4.35
10-20— Official Open Side..	6.75	....
5½-20	5.35	....
Margate	8.40	....
Monarch	6.20	....
Colonial	6.20	....

Use STIC-TITE, the unexcelled Powder Paste

B & G

WHOLESALE Stationers and Paper Dealers HAMILTON

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

You May Rely on Esleeck's

ONION SKIN, MANIFOLD and THIN BOND PAPERS

Made of New Rag Stock

Useful for making duplicate copies of letters, records, legal reports, etc.;

—for foreign letters and invoices;

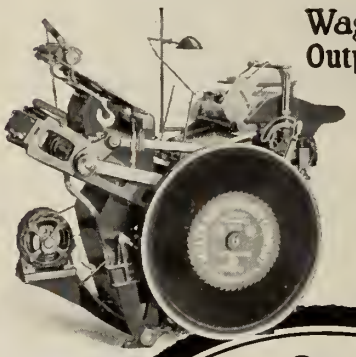
—for branch-office letters and bulletins;

—for salesman's letters, lists, etc.;

—for printed forms on which manifold copies are made; and

—for various other purposes which require thin papers that are strong and durable.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.
Ask Dept. 11 for samples.



Wages ÷ 2 = 50% Saving
Output × 2 = 100% Increase
total = 150% GAIN

←MILLER IDEAL UNIT

The Problem of the Hour Solved by Millers

If you will total up the money you have paid out in wages to hand-feeders for the last twelve months, and then *divide* this sum by *two*, you will get a fair idea of the saving the Miller Feeder accomplishes in your Miller-Equipped neighbor's plant.

If you will total up the impressions produced by your hand-feeders for the last twelve months, and then *multiply* this sum by *two*, you will get a fair idea of the increased production the Miller insures your Miller-Equipped competitor.

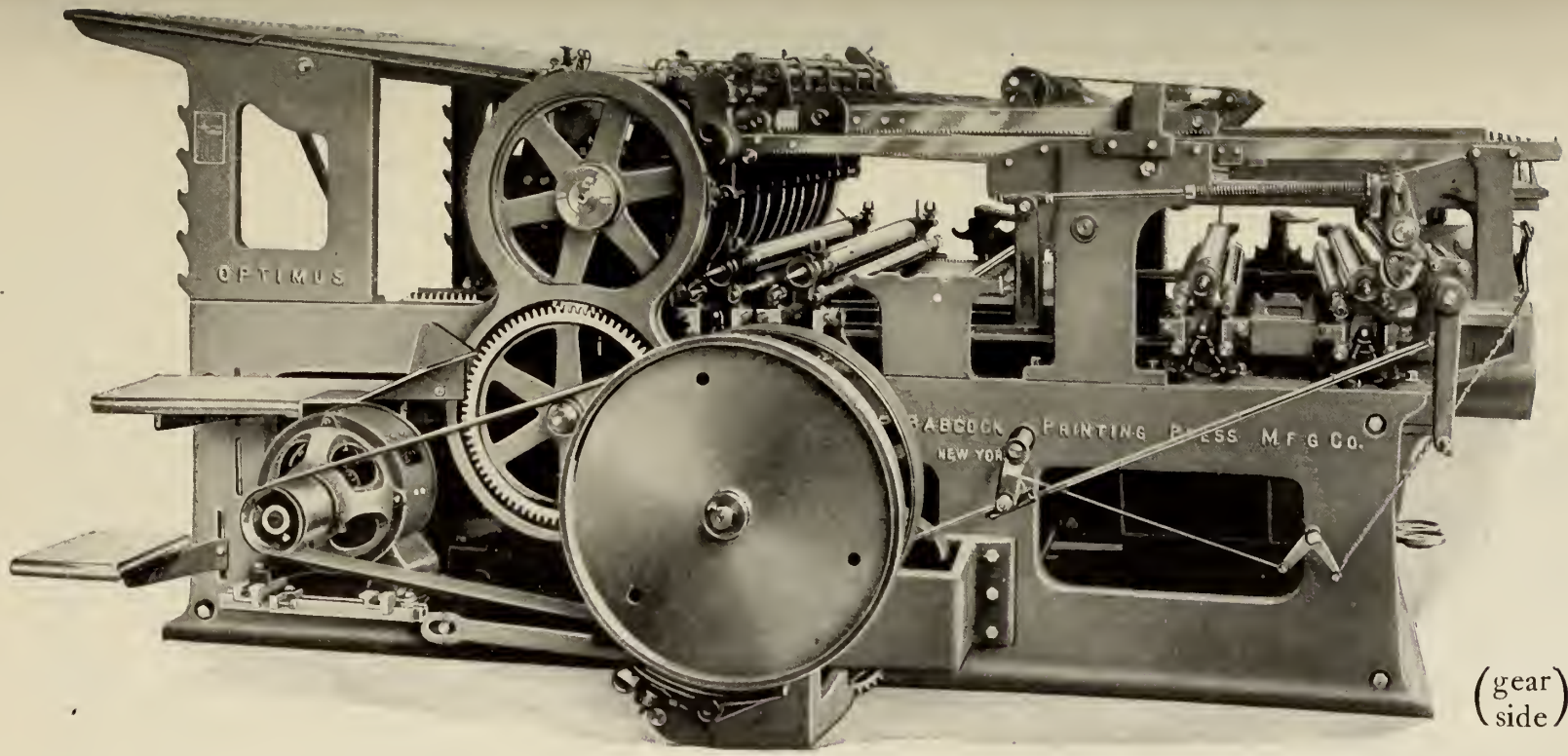
You owe it to yourself and to your business to find out what Miller Feeders will do in reducing your labor costs and speeding up your production—*the problem of the hour.*

Write to-day for descriptive matter, prices and terms.

Miller Saw-Trimmer Co.
Branches: Atlanta—Boston Chicago—Dallas—New York Philadelphia San Francisco

Manufacturers of MILLER Saw-Trimmers
WRITE FOR CATALOG

TORONTO TYPE FOUNDRY CO., TORONTO
Selling Agents outside British Columbia



(gear side)

THIS is the Universal Equipment "BABCOCK." It is of vital interest to the Printer who is seeking operating economy.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory, New London, Connecticut
New York Office, 38 Park Row

Barnhart Bros. & Spindler, General Western Agents
Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
Miller & Richard, General Agents for Canada
Toronto (Ontario) and Winnipeg (Manitoba)
John Haddon & Company, Agents, London, England
Gordon & Gotch, General Agents for Australia
The American Trading Company, Agents for China
25 Broad Street, New York City

National Paper & Type Company, General Agents for Mexico, Central and South America
Lettergieterij "Amsterdam," General Agents for Holland, Belgium, and the Dutch Possessions
Hensen & Skotvedt, General Agents for Norway
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"Our best Advertisements are not printed — they Print"

In answering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

WE CARRY A

"CANADIAN MADE" PAPER

for every class of printing

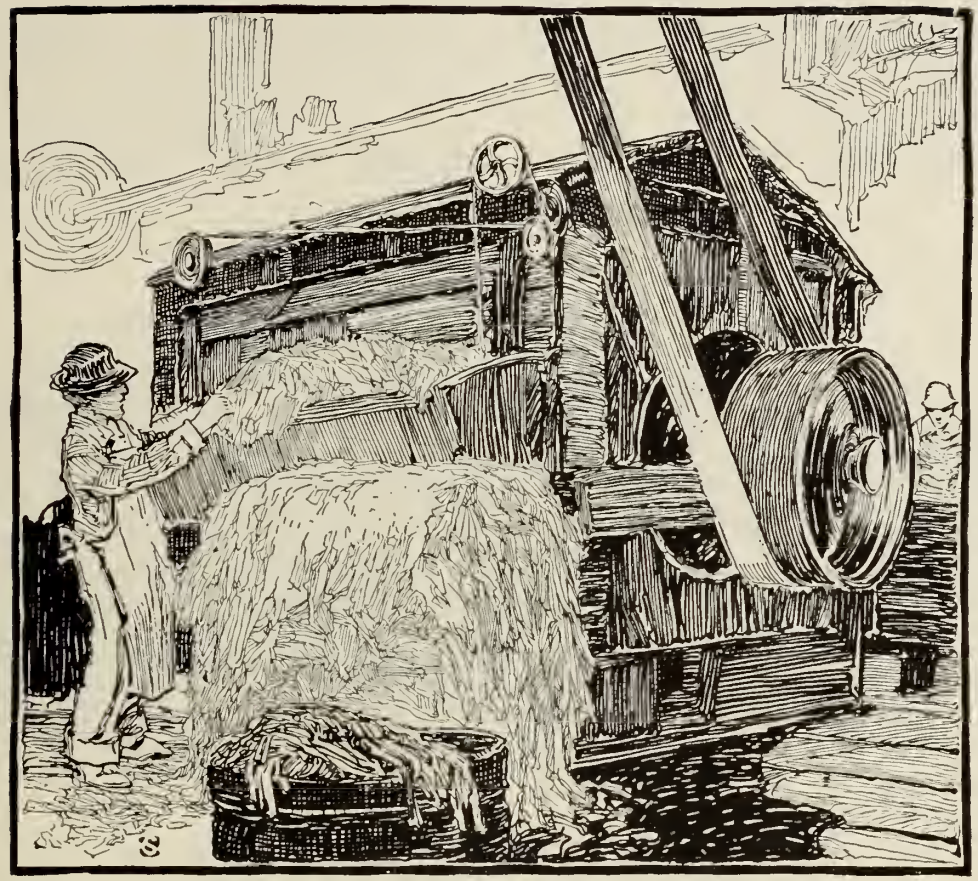
It is good, sound business to buy
Made-in-Canada Goods

FRED W. HALLS PAPER COMPANY, LIMITED
257 ADELAIDE STREET WEST, TORONTO, ONTARIO

ABLE TO HANDLE MORE LOCAL NEWS

J. J. Hunter, in the Kincardine Reporter

The type for this issue of the "Reporter" was set by our new Intertype Machine. This is the last thing in an up-to-date typesetting machine, and we hope, by its installation, to be able to get out a better paper, in being able to handle local news more fully, as well as do a bigger business in job work. We will be pleased to have our subscribers and customers call and look this machine over. The machine was supplied by the Canadian agents, Messrs. Miller & Richard.



A Fanning Mill or "Thresher" Removes All Dust and Dirt from the Rags. *No. 2 of a Series.*

"From Rags to Writing Paper"

THE "THRESHER"—One of the characteristics of Superfine Linen Record is the absence of specks and blemishes. This is obtained by extreme care in eliminating dirt and all foreign bodies in its early stages of manufacture. Every sheet, even in its finished state, is carefully inspected.

Write for Brochure of Manufacturing Illustrations—"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company, Limited

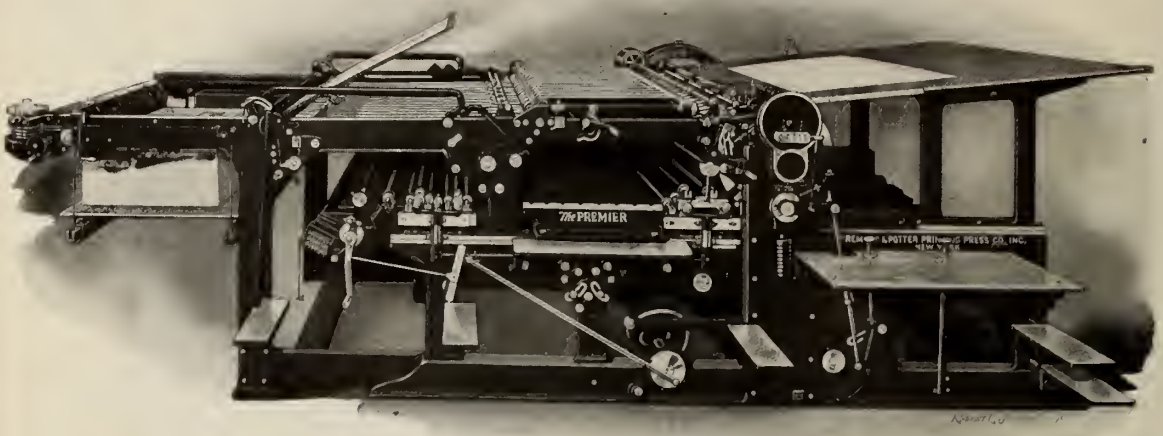
MONTREAL

MILLS AT ST. JEROME, P.Q.
AND MONT ROLLAND, P.Q.

Makers since 1882 of Superfine Linen Record and other High Grade Papers

PREMIER POTTER

The Best In Its Class



The PREMIER

Two-Revolution, Four-Roller Press with Dual Delivery

The Premier represents a distinct triumph in press construction. In designing this machine a careful study was made of all the two-revolution presses on the market, both American and European. Some presses possessed distinct advantages over others in some particular point of construction, but were weak in other respects. The Premier embodies the most valuable features found singly in all other makes of two-revolution presses, to which several distinct and most important improvements have been added. Our circular explains these points in details. May we send it to you?

Here are other outstanding printing presses every Printer and Lithographer should know about. Send for full description.

The WHITLOCK PONY, 2-Revolution, 2-Roller Press
The POTTER OFFSET PRESS
The POTTER ROTARY TIN PRESS

PREMIER & POTTER PRINTING PRESS CO., INC.

Succeeding the Whitlock and Potter Companies
1102 Aeolian Building, 33 West 42nd St., New York

Canada West:
MANTON BROS.,
105 Elizabeth St.,
Toronto, Ont.

Canada East:
GEO. M. STEWART,
92 McGill Street,
Montreal, P.Q.

Maritime Provinces:
PRINTERS' SUPPLIES LTD.,
27 Bedford Row,
Halifax, N.S.

THE PREMIER

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, MAY, 1921 Number 5

Peterboro Examiner Resists Union Demands

Will Not Grant 44 Hours to Any Department

THE history of the strike at Peterboro has been so much discussed that the history of the negotiations is given in this issue as stated by the Peterboro *Examiner*. Under the old agreement which expired at the first of May the wages and hours of work were:—

Foreman, $32.00 per week.

Hand Compositors, Stone Hands, Binders, etc., $30.00 per week.

Machine Operators, $30.00 per week.

Linotype Machinists and Machinist Operators, $31.00 per week.

48 hours to constitute a week of day work.

44 hours to constitute a week of night work.

On 31st March the employing printers were served with a demand to replace the expiring agreement with a scale of wages and hours of work as follows:

Foremen, Linotype Machinists, and Machinist Operators, $40.00 per week.

Hand Compositors, Stone Hands, Binders, Machine Operators, $38.00 per week, with a work week of 44 hours per week for day work and 42 hours per week for night work, to which the employing printers replied on 14th April in part as follows:

"On going into the matter, it will be found that the actual increase in the new agreement, as compared with the one expiring on 30th April, means an increase of $13.25 in case of floormen and $15.40 per week in the case of operators. (The correct figures are $13.19 in each case.)

Demands Cannot be Met

"In view of the present existing conditions the employing printers feel that your Union cannot expect their demands to be met when wages in every other line of industrial and commercial activity are being reduced and unemployment is becoming more and more acute throughout the whole Dominion. Is not, therefore, a demand such as you make, unreasonable?"

To which the secretary, Mr. Charles E. Smalley, replies for the men as follows:

April 21st, 1921.

R. M. Glover, Mgr., *Examiner*.
A. H. Stratton, Mgr. *Review*.

Dear Sirs,

On receipt of your letter, dated April 14th, a special meeting of I.T.U., No. 248, was called to enlighten the membership of the feeling of the *Review* and *Examiner* managements in regard to the agreement submitted by this Local March 31st, to replace the agreement expiring April 30th.

The members unanimously decided to adhere to the agreement as submitted.

The committee appointed for the purpose of discussing the scale of prices and agreement in general will be pleased to meet with the employing printers by arrangement with the secretary.

Yours truly, (Sgd.) C. E. SMALLEY,
Sec. I.T.U., No. 248, Peterboro, Ont.

Conditions in Local Plants

As the employing printers of Peterboro believe that the workmen in their plants have no legitimate grievance either as to wages paid or hours worked per week, in view of conditions that exist at present, a comparison is made of the expiring scale and the demand that is now proposed. Under the present agreement hand compositors, stone hands, machine operators, binders, etc., were paid on a basis of $30.00 for 48 hours, with time and a half for overtime. The new scale calls for $38.00 for 44 hours, or for 48 hours, the same hours of work as under the present agreement, they would receive $43.19, an increase per week of $13.19.

Under the old scale foremen received $32.00 per week of 48 hours, the demand now is for $40.00 per week of 44 hours, or for a 48-hour week they would receive $45.45, an increase of $13.45 per week.

Linotype machinists and machinist operators received $31.00 for 48 hours, the proposed scale is $40.00 for 44 hours, or if working a week of 48 hours they would receive $45.45, an increase of $14.45 per week. To pay this increase the *Examiner* would be compelled to find approximately $20,000.00 extra revenue for these departments alone.

A Period of Falling Prices

This is a period of falling prices. All over the continent the tendency is downward. The call is for lowered costs in every branch of industry. The employing printers of Peterboro know from experience that instead of increasing output, the shortening of hours will decrease it. Instead of lowering costs it will advance them.

Printers have enjoyed a 48-hour week for many years. It is in no way injurious to the health of the employee. The work is not burdensome, and the Saturday half-holiday is provided for under the existing plan of working a fraction of an hour each day beyond the 8-hour day. An employee starting at 7 o'clock is through with his day's work at 4 o'clock, those starting at 8 o'clock are through at 5, excepting the fraction of an hour worked that gives them the Saturday half-holiday. The employees have had steady work, only losing what time they took themselves, and the statutory holidays, and the following table of earnings of those who are members of the Typographical Union in the employ of the *Examiner* from 1st March, 1920, to 28th February, 1921, one year, for a 48-hour week, will go to show that the printers of Peterboro are earning good money the year round (the days off are days that the employees took themselves):

		Days Off.
Employee No. A (works about 7 hours a day)	$1296.39	21
Employee No. B	1474.78	10
Employee No. C	1843.92	2
Employee No. D	1658.11	18
Employee No. E	1453.24	24
Employee No. F	1401.91	18

Employee No. G	1541.85	13
Employee No. H	1609.34	4
Employee No. I	1486.67	18
Employee No. J (from 6th July last)	754.08	4
Employee No. K	1609.93	7
Employee No. L	1575.37	22
Employee No. M	1465.72	15
Employee No. N	1256.88	4
Employee No. O	1674.00	13
Employee No. P	1444.16	18
Employee No. Q	1595.80	6
Employee No. R	1339.30	4
Employee No. S	1794.79	12
Employee No. T	1524.62	2
Employee No. U	1487.49	4
Employee No. V	1685.78	
Employee No. W (from 3rd June)	915 20	

Conference With the Union

Following the suggestion from the Typographical Union for a conference with the committee, the employing printers met them on Tuesday evening, and as a result the following formal letter as to what the employing printers would offer was handed to the secretary:

"Following the conference the employing printers had with your committee last evening, we beg to submit the following for the consideration of your members.:

"First—The members of your Union to work, under the contract now existing, and which expires on 30th April, for a period of, say, one month, until some of the apparent differences of opinion in connection with 44-hours a week for newspaper offices have been cleaned up more definitely. Or, we will renew the present contract, expiring 30th April, without any reduction in wages or increase in hours, for a further period of one year.

"We wish to draw the attention of your Union to the fact that newspaper offices are not called upon to give a 44-hour week, although you have included the newspaper in Peterboro in your demands.

"We submit the above for your careful consideration, and would be glad to be advised just as early as possible of the intention of your Union.

Thanking you, we are,

"Yours very truly,"

Renewal of Last Year's Scale

The renewal of the scale of last year the employing printers regarded as chiefly in the interests of the men. It would have been a real gain for them in view of the gradually decreasing cost of living, and of the wage reductions in other occupations. The Typographical Union has deliberately refused to consider any compromise, but has decided to get by force an increase in wages and a decrease in the number of hours for a working week, demands which the court of public opinion will surely declare unwarranted and altogether unreasonable, for, with the hundreds of men idle in this city, and cities of similar size, and thousands idle in the larger centres, it is inconceivable that men having steady work, week in and week out, at a rate that guarantees them over $1,500.00 a year as a minimum, and with a few hours a week overtime has allowed some of them to earn over $1,800.00 during the past year, that these men will deliberately walk away from an offer that will give them the same wages and same hours of work under such unfavorable business conditions as prevail at present. Just suppose the men now unemployed in Peterboro were to be told that they could go back to work at the figures above mentioned, would they be likely to refuse?

It may be stated that the employing printers have neither shown nor felt hostility toward the Typographical Union. They were quite satisfied with the working arrangements between its management and the Typographical Union. If the harmonious relations that have obtained are to be severed now by the persistence of the Union in its demands, the fault will not lie with the employing printers. Organized labor has always boasted of its sanity and reasonableness, but in going after a 44-hour week, and an increase in wages as well, which means an increase of over 40 per cent. over last year's earnings, the Typographical Union has surely parted company with reason, sound judgment and a helpful consideration of the printing industry under the present business difficulties.

The employing printers of Peterboro, after careful consideration, have arrived at the conclusion that business cannot be obtained that would permit of a faithful performance of the contract by them if entered into at this time.

The Strike Was Called

The *Examiner* office was "struck" on the first of May, and Mr. Glover has been "carrying on" as best he could ever since. The issues are showing some improvement each day. Very often it is down to six pages, but on other days a larger paper is issued.

The following further statement appeared in the *Examiner* on May 9th regarding negotiations that had since taken place:

The following exchange of correspondence has taken place between Typographical Union No. 248 and the Employing Printers of Peterboro, which proposition also carried with it a reduction in hours and an increase in pay.

Peterboro, Ont., May 7, 1921.

R. M. Glover, Esq.,
Peterboro, Ont.

Dear Sir:

Following conferences during the past week with the employing printers of Peterboro, I.T.U. No. 248, wishes to submit a revised scale of prices for the ensuing year.

That 44-hours constitute a week's work in job departments of Peterboro Printers, and that the following scale of prices be paid:

Job Departments

May and June	68½c per hour
July and August	70½c per hour
September 1 to April 30, 1922	73c per hour

News Department

May	$31.00 per week of 48 hours
June	32.00 per week of 48 hours
July to December 31	33.00 per week of 48 hours
January 1, 1922, to April 30, 1922,	$34.00 per week of 48 hours.

Yours very truly,
(Sgd.) C. E. SMALLEY, Sec. No. 248 I.T.U.

Saturday, May 7th, 1921.

Mr. Chas. E. Smalley,
C/o Mr. Bentley,
Empress Hotel, CITY.

Dear Sir:

Your letter of May 7th to hand, as a proposition from the members Peterboro Typographical Union 248, being a revised scale of prices for the ensuing year:

We have gone into the matter thoroughly from every angle, and we again wish to state that it is impossible for us to grant a 44-hour week in any of our departments.

On further looking into the business conditions we are more than ever convinced that our original offer of the same rate of wages and the same hours per week was more than a fair one, taking the wages now being paid in other lines of business activities as a basis of comparison.

If there are any individual printers in the city, Union men or otherwise, who wish to work for us, on the basis outlined above of the old contract we will be glad to receive their application on Monday.

Yours very truly,
THE PETERBORO EXAMINER, LTD.

The letter from Mr. Stratton of the *Review* was along similar lines.

From the above it will be seen that the printers of Peterboro' are offered the same wages of $30 per week with 48 hours, and it will be their own faults if they are without work at these wages. We have no prejudice against any man, but individual applications must be made to-day for the remaining positions that are vacant before we take up the names we have of outside men applying for jobs.

Our only desire is top lace our costs on a basis that we can go out and get business. Nothing can be passed on to the public which must be protected at this time.

When other trades are sharing the burden of reduced wages, fully realizing the conditions, it is unfair to these men that the

printing trades should further try to increase the cost of living when the tendency is now downward.

Boys, if you want any of the jobs that are left you must apply to-day.

What Happened in Guelph

The Guelph newspaper publishers have completed a new agreement with the Guelph branch of the International Typographical Union, fixing the scale for one year from May 1 for all journeymen newspaper printers at a minimum wage of $32 per week. They have also agreed on the 48-hour week, and employees will receive time and a half for all overtime work.

The employers of the Guelph job printing offices have reached a "gentleman's agreement" with their men to operate 44 hours in the week for $29.38. This agreement is to continue until the issue of the 44-hour week has been decided in job offices in Toronto, Hamilton and elsewhere in this part of the province.

In St. Thomas Offices

There is one newspaper office in St. Thomas and the 44-hour week is not an issue in that place, as it is only in job printing offices where the I.T.U. is attempting to enforce the 44-hour week. The two job offices have refused to entertain it, and a new agreement is about to be signed by the one newspaper and two job offices without any reference to the 44-hour week. The agreement will date for a year from the 1st of April.

Open Shops in Kitchener

According to information received at this office there are no closed offices in Kitchener, but the minimum scale is $30 per week. The union now proposes 44 hours in job departments at 65 cents per hour. The result is that one office with one union employee has agreed to closed shop and the 44-hour week provided it is generally accepted. Owing to slack time job offices are working only 40 hours now, and paying for 40 hours. There are seven offices in Kitchener including the newspapers.

The Conditions in Sarnia

The agreement in Sarnia, where there is a 48-hour week in all offices, and where there is only one daily newspaper, continues to the end of the present year. There is no provision for renewing it. The offices, according to our information, are opposed to the 44-hour week.

The Arrangement in Galt

The Galt *Reporter* is the only union shop out of three printing plants in Galt, and the position with that office is that they have an agreement with the newspaper end which does not expire until November 30th, while it applies to the job men only until April 30th.

Only one journeyman and an apprentice are affected and the office has taken the stand that it is opposed to the 44-hour week and cannot take definite action until the issue is decided in Toronto. The Galt Union has agreed that the job composing room shall carry on during the month of May, working 44-hours and losing 4 hours pay each week. In the meantime they are virtually operating the job department without an agreement.

Not Settled in Brantford

In Brantford the Typographical Union are asking for a 44-hour week from job offices, and have made a similar request from newspaper offices, but up to date have not insisted on the latter. Thus far no concessions have been made by the employers, and matters are in an unsettled condition.

No Trouble in Belleville

From the Belleville *Intelligencer*, *Printer and Publisher* learns:—"We have no union in Belleville, and have no special scale of wages, nor have we any agreement with our men. They all live here and are apparently satisfied with the conditions in our office. We have no night work, work eight hours a day, and during the months of June, July and August have Saturday afternoon off."

Niagara Falls has open shops to a large extent, with a majority of union men. There has been no agreement about a 44-hour week.

No Trouble in Stratford

A correspondent in Stratford says the agreement with the Typographical Union expires on August 1st next. There is a provision that "this contract shall renew itself automatically each expiration date for an additional one year term provided that neither party to this agreement serves notice on the other party that a new contract and agreement is desired. The time for such notification shall not be later than June 1st each year."

Some of the job printers were parties to the agreement with the local union, as well as the newspapers. The only reference to the forty-four hour week is the following clause:—"By agreement between the closed shop branch of the United Typothetae of America and the Allied Employing Printers' Associations and the International Printing Press Unions the forty-four hour week will be inaugurated in the book and job printing branch of the industry on May 1st, 1921." So far as we are aware, no demand has been made on the job printers for the introduction of the forty-four hour week beginning May 1st.

Not Satisfied in London

A newspaperman in London, speaking of conditions there, says:—"We have had the 44-hour week, giving our printers Saturday afternoon off, since July, 1919. Our present agreement does not expire until the 1st of October this year, therefore we are not immediately affected by the issue that comes up next month. The 44-hour week as arranged here, is not satisfactory as we are practically deprived of a Saturday evening paper and it is late Saturday afternoon and evening that the bulldog Sunday editions come in from Toronto, Buffalo and Detroit. Since our last issue is off at noon on Saturday, these outsiders have practically a clear field. The plan as arranged here puts the publisher at a disadvantage because of the fact that he is seriously handicapped in setting his Monday paper as Saturday material is all dead and Monday's paper must be practically all set. This point can be better illustrated by contrasting Monday's paper with Tuesday's. In the case of Tuesday's morning paper there will be a certain amount of new material from Monday evening's paper that it is good business to use in the Tuesday morning paper, whereas Sunday coming in between Saturday and Monday papers makes this carry-over out of the question."

At Other Canadian Points

St. John's, Nfld.,—Two evening newspapers here, the *Star* and the *Advocate*, were unable to publish because of a strike of printers in an effort to enforce demands for a 44-hour week. The *Daily News* was issued this morning and the *Evening Telegram*, which operates on the open shop plan, appeared this afternoon.

Ottawa.—The photo-engravers in several of the principal shops in Ottawa have gone on strike as the result of a wage disagreement, and what is considered as the beginning of trouble in the printing trade in Ottawa has come. The firm most affected in the engravers' strike is the Mortimer Company, Limited, where some twelve men are on strike. About an equal number have left their jobs in other establishments. The dispute is one of wages. The men were receiving $40 a week of 44 hours. The Mortimer Company offered the men $34 a week for 48 hours as the basis of a renewal of the agreement. This the men refused to accept, and left their jobs. Trouble is brewing in the other chief branches of the printing industry here.

Many Commercial Printers on Strike at Halifax

Following the refusal of the Master Printers to grant the 44-hour week in the commercial print-shops, the printers of Halifax who are practically 100 per cent. strong, did not show up for work on Monday morning, May 2nd. James Drury, Canadian representative of the International Typographical Union, is in Halifax in the interests of the Executive Council of the I.T.U. Information has been received from International Typographical Union headquarters that the strike benefit will be $17.00 for married men and $12 for single men. This benefit is being paid to the men weekly. The strike benefits for the first week were paid on Saturday, May 7th. The greatest opposition on the part of the Master Printers appears to be directed against the 44-hour week, no mention being made regarding the wage question. The Royal Print & Litho is the only concern offering

the 44-hour week with an accompanying decrease in wages. The decrease in wages they were willing to submit to arbitration. The other offices, nine in number, would not consider the shorter work week considering the present condition of the trade. The offices that are affected by the strike are as follows: Royal Print and Litho., Imperial Pub. Co., T. C. Allen & Co., Ross Print, John Bowes & Son., City Print, and Connolly's. In some of these offices the pressmen have walked out in sympathy with the compositors. The 44-hour week, with no reduction in wages, has been granted by the Weeks Printing Co., Progressive Press, Recorder Job office, Maritime Print. The newspapers are not affected.

How Printer-Publishers Make Good in West

Hard Work Brings Worthy Rewards

THAT real money can be made by the energetic and intelligent printer-publisher in even the smaller and more isolated villages of Canada certainly has been demonstrated by Leonard D'Albertanson, publisher of the *Chronicle*, of Chauvin, Alberta.

In 1907 Mr. D'Albertanson, a printer recently removed from England, took up a homestead in the vicinity of Chauvin, and seven years later, although virtually without capital, established a print shop in that little village of less than 300 population. To-day he is the owner of a plant valued at $10,000, with less than $3,000 yet to be paid—and this despite the fact that two years ago a disastrous fire was experienced by him, and that all of the time since the starting of the plant he and his wife have run it by themselves.

At the outset a loan of $500 was applied on a $700 plant in a semi-converted granary, sixteen by twenty feet in size. A section, thirteen by sixteen feet, was devoted to the print shop, and another section, seven by sixteen feet, was used as a residence.

When the chief items of shop equipment were put in place—a double news stand, a twelve-by-eighteen-inch Chandler platen, a guillotine, a home-made "stone" with a galvanized iron top, a small stock fixture and a small table—there remained standing room for four persons, provided those persons were not too stout.

Many were the prophecies of failure advanced by some of the residents of Chauvin. They had witnessed the cheerful beginning and sad ending of two other printeries in that village—and they felt convinced that the third attempt would be equally unsuccessful. But at least a few others gave the new venturer sincere encouragement, and he immediately entered upon the task of making good.

Although, originally, it was the intention of Mr. D'Albertanson to be a printer-publisher three working days a week and a farmer the other three, that intention was not carried out. rom the very beginning enough orders for printing were received to keep him busy in the shop six days a week, and never at any timei n the seven years that have elapsed since the opening of the plant has it been necessary to close down because of lack of orders. On the contrary, it has been necessary to enlarge the plant and to install new and more modern equipment to handle the steadily increasing volume of business.

At the end of the third year so many orders for printing were being received that it became obligatory to secure additional assistance of some sort. Printers were not to be had, and potential apprentices preferred the higher wages of the farm. But something simply had to be done—and Mr. D'Albertanson did it.

He gave the situation careful consideration, and finally evolved a plan of procedure. Then he discussed the plan with the local banker. The outcome was that the necessary small loan was secured and a Model 5 linotype purchased.

By that time a small independent structure had been built and was being occupied as a residence, and the entire granary was being used as a print shop. And when the new composing machine arrived, it was set up in the recently enlarged quarters.

Although Mr. D'Albertanson never had operated or taken care of a linotype, he succeeding in producing on his machine, at the very beginning of his apprenticeship at the keyboard, many more lines of composition than he could have set by hand. His speed gradually was increased until a satisfactory degree of proficiency was attained. Virtually no trouble was experienced by him in keeping the machine in good running condition, and his repair expenses for the first year amounted to less than thirty cents.

Business continued good throughout the two years immediately following, and the D'Albertanson plant continued to prosper.

But on January 4, 1919, when the original $700 shop had grown to one of $7,000 and everything ahead looked wonderfully bright and encouraging, a disastrous fire tot ally destroyed the place.

Many a printer-publisher would have lacked the courage to withstand such a handicap—to set about the rebuilding of a business which, in the wake of two failures, had been made successful by the personal application of good judgment and hard work, and then suddenly and through no fault of his own had been leveled to the final state of those other two—but the proprietor of what once had been the *Chronicle* office was determined not to quit.

From the money realized from insurance on his original venture, another structure was erected and a new plant laid out. And among the first of the items of modern equipment installed was a new Model 8 linotype.

Former subscribers and buyers of job printing gave their printer-publisher substantial encouragement, and before long the business began to prosper again. And to-day, a little over two years later, the D'Albertanson plant is valued at $10,000, with less than $3,000 yet to be paid.

Does not this clearly demonstrate that real money can be made by the right sort of printer-publisher in even the smaller and more isolated villages of Canada?

New Manager Appointed

Arthur Partridge, of the Rochester *Post Express*, has been appointed manager of the Advertising Promotion Department of the C.D.N.A. and will commence his new duties on June 1st.

Mr. Partridge was born in Rothesay, New Brunswick, the son of the late Very Rev. Francis Partridge, dean of Fredericton, N.B. After graduating from King's College, Windsor, N.S., he entered newspaper work under the late Senator John V. Ellis, of the St. John *Globe*. From St. John, Mr. Partridge went to the *Telegram*, Worcester, Mass., for two years, then to Boston and then joined the editorial staff of the *Post Express*, Rochester, N.Y., of which he was a member until April, 1915, when he returned to Canada to enlist as a private in the 42nd Highlanders at Montreal.

In August, 1915, Mr. Partridge was commissioned as lieutenant in the R.N.A.S. and was promoted to the rank of major in the Royal Air Force in April, 1918. In May 1918 he was mentioned in despatches for his part in special tests carried out at sea of heavy bombs and fuses that were later used successfully at Zeebrugge. In June, 1918, he went to Washington and was attached to the United States Navy as consulting officer in sea plane armament and after the armistice represented the Air Ministry at St. Johns, Newfoundland, in connection with the trans-Atlantic flights of Hawker and Alcock.

After resigning from the Air Force in 1919 he went to Morocco representing British Dyes, Limited, in a trade survey of the French Protectorate. Returning to the United States in 1920 he took up newspaper work again as editorial writer and columnist on the Rochester *Post Express*.

Canadian Dailies Hold Annual Meeting

J. E. Atkinson Named As The President

THE annual meeting of the Canadian Daily Newspaper Association was held at the King Edward, Toronto, on May 3, the sessions being completed in morning and afternoon gatherings. The entire programme was taken up with the discussion of purely business matters, and there were no social or entertainment features attempted.

In his address, the retiring president, P. D. Ross, of Ottawa, referred feelingly to the passing of the first president of the C.D.N.A., the late M. R. Jennings, of Edmonton. The keeping up of an organization that was going to be of any real use to the members could be neither cheap nor easy. "It requires a good deal of money," stated Mr. Ross, "and far more it needs the loyal and unselfish support and work of its members. And this the C.D.N.A. has had in a very fine measure so far." Reference was also made to the time and work given by the chairman and members of the committees. The business end of publishing might seem to be getting undue prominence in the association, declared Mr. Ross, but in the end it must be remembered that business success must be simply a stimulus to all the higher work of journalism, and to make newspaper publication a better thing for humanity.

The Manager's Report

William Wallace, manager of the C.D.N.A., in his report, showed the membership to be 84 out of a total of 104 papers published in Canada. During the year three newspaper members have ceased publication and three members have been lost through the merging of newspapers in each of three cities.

Advertising Policy Committee

During the year this committee has issued 60 bulletins to members on various matters in connection with advertising. New agencies receiving recognition were Sydney S. Bowman Co., Montreal; Dominion Advertisers' Agency, Montreal, and Mitford Advertising Agency, Toronto. An amendment was made to the standard form of advertising contract requiring total advertising space to be used within twelve months from date of contract instead of twelve months from date of first insertion.

A change in the organization of the advertising policy and promotion committees will be brought about as the result of the adoption of the following recommendation:

"That the Advertising Policy and Advertising Promotion Committee be amalgamated into one committee, consisting of nine members, and that the by-law be amended accordingly. In view of the many important questions coming up for decision calling for recommendation to the entire membership and the consequent responsibility devolving upon its members, your committee has felt that its membership should be enlarged in number. As there is a close relation between some of the work of both committees it is felt that the larger committee could with advantage deal with both Policy and Promotion."

The Advertising Promotion Committee reviewed the work that had been done during the year it had been in existence. The work had been to some extent interfered with following the resignation of Mr. Ferguson, who returned to New York early in February. Mr. Wallace, the general manager, has "carried on" the promotion work in addition to other duties since that time, but a new manager of the Promotion Department is expected to take up the work shortly. The committee has also kept in touch with advertising agencies in British, American and Canadian centres. Reference was also made in the report to the meetings that have been held by the publishers of Western Ontario, and to the worth of such gatherings. One session was held at St. Catharines, another at London.

It was also reported that since the last annual meeting 12 daily papers had reported increases in subscription rates, including one city where the price was 1c per copy. Newspapers are not sold now for less than two cents in any Canadian city, whereas many are receiving three cents.

In presenting the report of the Labor committee, occasion was taken to review at some length the various agreements that had been made during the year. Two things have occupied much of the attention of the committee during the last six months:—(1) the almost universal demands for increased wage scales by the various printers unions as local contracts have expired, and (2) the announced purpose of the International Unions to insist that 44 hours shall be accepted as a week's work after May 1st by all commercial shop employers and all newspaper job departments.

A working week of more than 44 hours for newspaper offices is provided by Typographical agreements beyond April 30, 1921, in the following Canadian cities:—Brantford, Calgary, Edmonton, Galt, Hamilton, Medicine Hat, Montreal, Ottawa, Quebec, St. Catharines, Sarnia, Saskatoon, Sherbrooke, Stratford, Toronto, Windsor and Winnipeg. Additions have been made to this list since the report of the committee was first made.

The committee's report also reviewed a number of events that have taken place since the last annual meeting:—

New agreements provide for increases in the scale at the following cities:—Fort William, Galt, Guelph, Kingston, Lethbridge, London, Medicine Hat, Moose Jaw, New Glasgow, Port Arthur, Prince Albert, Sarnia and Windsor.

New pressmen's agreements provide for increases of scale in Saskatoon and Vancouver.

A pressman's agreement for Windsor has been arranged, effective from October 1, 1920.

A further bonus of $2 per week was granted from Sept. 13, 1920, by Ottawa publishers to journeymen typographical employees and $1 per week to apprentices.

Winnipeg typographical scale was increased $3 per week effective from January 1, 1921, in accordance with a provision in the agreement that the wage scale be adjusted at the end of the first six months, according to changes shown by figures issued by Labor Department at Ottawa on cost of living.

Lethbridge and London have 44 hour week.

A 44-hour week provided for in job departments of newspapers in Medicine Hat, Moose Jaw and St. Catharines.

Demands for 44-hour week for newspaper offices made in Brandon, Halifax, Peterboro and St. John.

The report also urged close co-operation in the matter of furnishing information about new agreements to the association and to members of the Labor committee.

J. E. Atkinson Is President

The election of officers was held, with the following being chosen to serve for the coming year:

President—J. E. Atkinson, *Star*, Toronto.

Vice-President—F. J. Burd, *Province*, Vancouver, B.C.

Treasurer—Irving E. Robertson, *Evening Telegram*, Toronto.

Directors—W. H. Dennis, *Herald*, Halifax, N.S.; E. W. McCready, *Telegraph-Times*, St. John, N.B.; Lord Atholstan, *Star*, Montreal; J. R. Henderson, *Gazette*, Montreal; L. Tarte, *La Patrie*, Montreal; Henri Gagnon, *Le Soleil*, Quebec, Que.; Geo. E. Scroggie, *Mail and Empire*, Toronto; Chas. Dingman, *Herald*, Stratford, Ont.; T. H. Preston, *Expositor*, Brantford, Ont.; L. A. Guild, *British Whig*, Kingston, Ont.; R. B. Harris, *Herald*, Hamilton, Ont.; E. H. Macklin, *Manitoba Free Press*, Winnipeg; W. F. Herman, *Star*, Saskatoon, Sask.; J. H. Woods, *Herald*, Calgary, Alta.; John Nelson, *World*, Vancouver, B.C.

In addition to those whose names appear among the officers the following were present at the meeting:—Messrs. Frank Adams, London *Advertiser*; J. R. Allan, Hamilton *Spectator*; H. B. Burgoyne and W. B. Burgoyne, St. Catharines *Standard*; G. A. Disher, Ottawa *Citizen*; J. G. Elliott, Kingston *Whig*; H. J. Foster, Galt *Reporter*; H. A. Graybiel, *Border Cities Star*; J. M. Imrie, Hamilton *Spectator*; E. B. MacKay, Port Arthur *News-Chronicle*; V. E. Morrill, Sherbrooke *Record*; H. B. Muir, London *Free Press*; K. W. O'Beirne, Stratford *Beacon*; Georges Pelletier, Montreal *Le Devoir*; W. A. Parry, Ottawa *Journal*; W. B. Preston, Brantford *Expositor*; P. D. Ross, Ottawa *Journal*; J. W. H. Sutherland, New Glasgow *News*; W. J. Taylor, Woodstock *Sentinel-Review*; C. Thomas, London *Free Press*; A. C. Woodward, Chatham *News*; N. T. Bowman, Toronto *Telegram*; L. H. Dingman, St. Thomas *Times-Journal*; R. M. Glover, Peterboro *Examiner*; W. J. Motz, Kitchener *News-Record*.

Making the Correspondent Realize His Position

How It Was Worked Out In Real Practice

SOME weeks ago I read with interest an article about the securing of country correspondents. Now I don't know that my experience in this matter has been any more interesting than any other publisher's, but the policy I have followed has brought me very satisfactory results, and I want to pass it along to other publishers. Not that I want to upset plans that are already getting satisfactory results, but there may be some who have problems similar to my own.

For some years we ran along here with the usual staff of correspondents, depending on whatever talent in this direction could be secured, but at no time were we getting the best class of news in the country. There was too much small stuff and over-Sunday visitations in it. Remember, I am not despising the personal mention portion of the country correspondence, but there are better things that should have precedence. I had always wanted to have more discussion in my paper on affairs in the county and township councils, and the correspondents I had could not deal with these matters. I even longed to see some of them rise up some week and smite something that had been going on that they did not approve of, but I waited in vain, and in the meantime the paper was running along week after week with the same sort of correspondence. We would have certain ones that seemed to be certain that the community centred around what the pastor at the church said in his sermon on Sunday morning, and there were always three or four families who were mentioned regularly. I felt that my paper was not serving any real purpose in these centres, and that it was not any stronger or more soundly entrenched in the minds of the readers.

Acted on an Idea

I discussed my problem with other publishers, and got one lone suggestion more by accident than design that showed me the way out of the trouble. One day a well-known farmer, a bachelor, came into the office to pay for his paper. Now I knew he was a very strong Liberal in politics, a school trustee and a man who took more or less interest in affairs in the country. He was not what might be termed a likely looking correspondent, as from his method of conversation it would hardly be guessed that he could turn in news of a very acceptable character. However I decided to try him out and see what he could do.

So after he had put his receipt in his pocket, and made a few remarks about his crops and conditions generally in the county, I said, "Say, Mr. Donald, you have a pretty good idea of what is going on in your district?"

"Yes, I ought to have. Lived there all my life."

"And you are interested in the schools, and take a certain amount of interest in the affairs of the council?"

"Was a trustee for a time and have been on the council."

"Well, now look, I want you to send me in some news from your part of the country, and I want you to write it as though you owned the paper."

Donald laughed and remarked that he had never written a line for a paper in his life, and wouldn't know how to start.

"Look here," I followed, as I knew for certain that the idea had struck a right spot in his system, "I am going to show you that you do know what news is and also that you can perform a real service to your community by helping me get out the paper. I am going to name over to you some of the things that interest us, and I am going to ask you to stop me when I mention a single thing that you are not in touch with. Now let's start. We like to know about prices that are paid at auction sales. If there are good prices paid for choice stock we like to know who bought certain of these animals. If the property is disposed of we want to know who bought it, and something about him, and we also want to know where the people are going who have sold out. If crops are good we want to know it. If any of the farmers are trying out a certain new kind of seed it's news. If there is a fire, an accident, a wedding or a death, it all means more news. If a fire, how did it start, what was lost, will the burned buildings be put up again, how much insurance. If an accident, give the particulars as you know them to be. If there is a road being built or a bridge, you ought to have a fair idea about it. If drainage is bad you will probably have some views. You will know just about what proportion of expenditure on such affairs your district is entitled to. If they are not getting it, say so, and give your reasons. We are interested in meetings that are held in the community and I take it that you attend most of them in connection with your fall fair, your farmers' gatherings, and then if there is anything political that lies very near and dear to your heart, why you have your little say about it."

Just here, let me mention that the district where Mr. Donald lived was very much Liberal in politics, and I knew a little touch of that in his weekly material would not hurt, and might help.

"Now, Mr. Donald," I brought up, "you haven't stopped me yet to say where there is anything I have mentioned that you don't know anything about."

"Well, you have mentioned enough things to keep me going all the time, every day in the week, without attending to my farm."

"Not in the least," I replied. "I have given you all these suggestions because I want you to get a good idea of what we want to make our paper stand for in your district, and I put it up to you that you can help in this work. You will like it—there is no doubt about that. Here, now, are a couple of pads of paper and some stamped envelopes. I promise you that until I secure your permission no one will know anything about our little arrangement. I want to get some good substantial men to represent some of the better districts. I may be able to pay you a little something later on, but I am not going to hold out any inducements. I want you to look at it from the standpoint of the satisfaction you will get out of it, and you will be surprised to find out how interesting it is."

"But I have never done a thing like this before," objected Mr. Donald.

"Well, I hope you'll forgive me for not having asked you before," I stated as I finished wrapping up the supplies and handed them across as a matter of fact, adding, "Now don't be in too great a hurry. You can hardly get anything in for this week, but try a few items next week and I'll let you know exactly how good or how bad they are." And then before he had time to raise any further objections I told him I had another appointment to keep. So Mr. Donald rather sheepishly put the ammunition in his pocket and left. I had a notion that I might get a few good items now and then, but thought the experiment would be well worth while. I also decided to try it out on friend Donald before taking it any farther in other districts.

Where Mr. Donald Gets In

In about ten days' time I found an envelope in the mail one day bearing the postmark of the place where my new correspondent was located. Can you believe it that he had five pages quite closely written. Just from memory, I am giving a few of the things he dealt with:

A barn-raising on a 250-acre farm, giving details of how the boys had gone to agricultural college and were putting all sorts of up-to-date ideas to work on the farm.

A fairly pointed raking up of the county fathers for the state of a couple of culvert bridges, one of which had gone through under a team a few weeks before, and had been repaired instead of replaced. My correspondent went on to point out how traffic was changing and the bridge was being subjected to greater and more frequent strain all the time.

A neat little reference to the Sunday evening services at the church he attended, with mention of a song by a visitor from a near-by city.

Mention of one of the young men who had gone to Alberta some years before. He was back to take out some more stock and he had been telling of a number of other people from the district who were living near him. (Hate to mention it here, but

I used this list of names and found several prospects for subscribers to the old home paper, and got most of them.)

Now that is the nature of the material this untrained correspondent sent me the first week. It was better than anything I had ever received in my experience there. I sat down and wrote friend Donald a short note, thanking him for his contribution, and asking him to be sure and drop in the next time he came to town. He did, and I found that he was quite pleased with the chance that was opening up before him. He mentioned that some of the people around his district had the habit of allowing cattle to run on the road. He didn't want to cause any strife by mentioning names in such a connection, and so I showed how he could draw attention to the fact in a way that would not hurt feelings and yet serve the purpose. Incidentally I suggested that he might make some little reference in his own way to doings in the political world. He promised that he would, but gave me to understand that I must take all responsibility for anything that he gave in this direction.

Following week along came correspondence from Mr. Donald. In a separate paper, folded apart from the rest, was a neat little shaft aimed at the government at Ottawa. The chief trouble with the government, as far as Donald could see, was that it wasn't a Grit government, but of course he did not put it that way. But the thing was well worded, and it was about as pointed as a person could put it, and I could easily see that this man was a keener student of politics than I had ever been. So I let it ride as it came.

Well, He Started Something

I forgot to mention that I had another correspondent over in another corner of the county. He was a storekeeper, and a rather dry old stick. He ought to know everything that was going on in the whole district, and he probably did, but it was a real cork-screw proposition to get it out of him. As far as politics were concerned the storekeeper was a real Tory. He wasn't a Conservative, or a Conservative-Unionist, or anything of the kind. He was straight Tory, and he liked his political diet straight. So you can imagine how that shaft from Mr. Donald started something. Next week the store-keeper came to life, although he was not by any means a regular correspondent. About once a month or once in three weeks was his limit.

After reading the shaft aimed at the government, and smacking of Liberal hopes and beliefs of a glorious resurrection, he started his notes for the week like this: "I see that your correspondent at —— has been giving his views on politics. Now I think. . . . " and away he went. And in order to justify getting a chance to air his political views he came along with a much better assortment of items than he had for some weeks. There was a decided improvement.

How It Worked Out

That was a couple of years ago now, and I enjoyed immensely the weekly sallies of these two old boys, keeping it always down to good form and pruning anything that had too much kick in it. At the end of six months I dropped a note to friend Donald one day asking him to come in the following week on a certain afternoon, and sent a similar note to him who was now my very close friend, the grocer, asking him to come along at the same time. They came in during the afternoon, and believe me I had a funny time introducing them, and letting them know what the other had been doing. We went over to my home for supper that evening—in our homely but wholesome town we still refer to the evening meal as supper instead of dinner—and together we spent a pleasant time. I took occasion to make room for a friendly little talk on the importance of working their district thoroughly, and of always keeping in mind that they represented the paper. I found out in an indirect way what their tastes were in the matter of reading, and I also found out that they both enjoyed sitting down after the evening meal and having a smoke and a chat. So I saw to it that orders were placed for a couple of magazines and every three months I make it a point to send them a small box of cigars. The whole thing doesn't cost me much, and out of it I have two correspondents that I would put up against anything on the map.

There are some very good editorial men who would no doubt hold up their hands in horror at the idea of leaving it to a couple of correspondents out in the country to make comments in their space in the paper on such sacred things as politics. Do you know what I found out? These men had a very keen and accurate knowledge of political history and national history. The Liberals in the whole district always looked to see what Mr. Donald had to say because as a general thing it pleased them, and they also read what the grocer had to say on the other side of politics. Circulation is better than ever in these districts, and the paper is in solid there.

I have given just my experience with these two men, but gradually the same idea is being put into operation in other districts, with the exception that I am not asking others to take part in politics. That is a little privilege that I reserve for these two old boys and they prize it very highly because none of the other correspondents have the same latitude they enjoy. It may be that others would not approve of the idea. I am not putting it forth as a suggestion that could work in every case, neither is it in the form of a suggested experiment. It has been tried out here and been a great success.

"The Only Woman Editor In Alberta"

Asking some Alberta publishers for information regarding business conditions, *Printer and Publisher* has received the following interesting letter from Annie H. Derrett, who is carrying on the business since the death of her husband:

Pincher Creek, Alta., April 22nd, 1921.

Editor, *Printer and Publisher.*—Having undertaken to carry on my late husband's work in his beloved printing office, I feel that I should not overlook the opportunity of at least expressing the thanks he would have had he been spared to receive your invitation to write something for the *Printer and Publisher.*

There is really very little to interest you in our small office, unless perhaps, that in spite of an extra hard year in this district, caused by a drought in 1919 more severe than words could express, with the assistance of Mr. B. F. Wallace, I have managed to do a very fair business since undertaking the work in January of last year.

The success has been principally due to the constant teaching of my husband during years of failing health, in which I rendered such help as I could, and a kindly interest by the late Mr. E. T. Saunders, founder of the business, and a pioneer printer of the West. Also to the fact that Mr. Wallace excels in his work, being a most conscientious craftsman.

Our subscription rate has been $2.00 since January of 1919. We have had no trouble whatever in making the raise.

We have adopted the scale of the Alberta Division and with few exceptions find it quite satisfactory to all.

In a great many instances I find the public willing to pay liberally for the service rendered as well as the actual cost of work.

The *Echo* enjoys a very friendly relationship to all readers and business associates, many of whom deserve unlimited credit for the success of the paper for their unfailing help, encouragement and sympathy during the past few years.

Another source of inspiration comes from the many kind expressions of interest from the members of the Alberta Division of the C.P.A. and from the helpful advice of the Canadian Weekly Newspaper Association. I fail to understand why there is not a one hundred per cent. membership of both.

The last, indeed, is not the least of the helpful agencies; the *Printer and Publisher* is highly prized in our office.

Hoping that you will pardon the only woman editor of Alberta for making her letter so lengthy, and that I shall have the pleasure of meeting ever and ever so many at the Convention in Vancouver, I remain, yours sincerely,

ANNIE H. DERRETT.

The *Police Gazette* is now banned from Canada through the Customs Department. For some time it had been banned through the mails and on April 27 an order was passed banning it through the Customs. Both the Customs and the Post-office will now work in conjunction on this issue.

The Kingston *Standard* is running a coupon page. Each coupon represents a certain monetary value, and upon being presented at the store will be redeemed. For instance, an electric company offers a $6.50 toaster for $5 and a coupon. Another merchant offers a $2 reduction on a suit of clothes on presentation of the coupon. It is a good way for the advertiser to find out if he is getting any results from his advertising.

Big Interest in New York Gatherings

Printing Exhibit and A.N.P.A.

ATTRACTIVELY decorated, the Twelfth Regiment Armory, Columbus Avenue and 62nd Street, New York, presented a most welcome appearance to the *Printer and Publisher* man when he entered on Monday, April 25th. A streamer canopy covered the entire ceiling, with the decorations worked out in green and white.

The official opening on Tuesday evening was addressed by the President, Ernest F. Eilert, of the N. Y. Employing Printers' Association. That there never was a better spirit of co-operation in the allied printing trades than exists at present is the conviction of Mr. Eilert. "And this exposition will further the co-operative spirit more than any other agency," he said. Throughout the whole week, the friendly social atmosphere, that pervaded every hour, was very effective.

Space will not permit our providing a review of all the exhibits, all of which merit special attention, but mention is made of the following:

The poster exhibit was instructive and interesting. Work by prominent artists was on view and special posing and painting was a feature.

The National Bundle Tyer Co. successfully demonstrated their machines, tying up all kinds of parcels from a hox of business cards to 5 cartons of envelopes. Some speed, too!

The Revolvator Co. provide a method for handling loads of stock in record time. This truck device can take a load into any corner of press or stock room and deposit it evenly.

The Challenge Machinery Co. were right up to the minute with the "Challenge Creations." Enterprising and energetic always, this firm provided an interesting exhibit. Their Lee press was a great attraction, its color work being closely watched by a constant group of visitors. Mention might also be made of the McGreal patent combination printers' chase, manufactured by the Challenge Company. McGreal chase lengths are 1½ inches wide and ⅝ inch thick. Each length is interchangeable with any other piece, making a square and rigid corner. This makes it possible to construct practically any size chase at a much lower cost than it would he possible to buy ordinary poster chases.

Particularly interesting was the exhibit of the Prismatone Co., Inc. By this process exquisite color work can be produced from an ordinary photograph, or exact reproductions can be made from color drawings, paintings, or life. Prismatone has evidently solved many of the problems which have heretofore prevented the successful production of pictorial color work. A careful examination of the reproductions shown evidenced that as far as we could see nothing heretofore produced in the way of artistic commercial color printing can excel them for quality and execution. We understand that Prismatone eliminates the cost of making expensive color sketches. All that is necessary is to furnish a black and white drawing or photograph. There would therefore also be a great saving in the cost of original color engravings, electrotypes and "make ready," always necessary in printing on letterpress machines, because the exhibitor stated that no electrotypes or "make-ready" are necessary with this process. Not only is the work possible on all grades of coated or color stock, but it can be produced on newspaper stock.

The New York *World* made a big hit with its huge sign, "the biggest sign in the universe." This sign was arranged around the entire building. Why did a metropolitan daily advertise like that at a show of this character?

The Thomson Press Co. exhibit included one of their Laurette printing presses, engaged in special color printing. The exceptionally even distribution of ink, made possible by the clever roller contrivance, the solid, one-piece cam and other features combine to make this an exceptional press for the up-to-date color printer.

The Hamilton Mfg. Co. had a splendid exhibit showing their "Hamilton Steel Composing Room Equipment," in complete form. This was a revelation to the printer not familiar with the splendid product of this well-known firm. As we overheard one of their representatives say, so it is a fact that, "Economy leads to the accumulation of wealth, and combines the five essential factors of primary cost, reliahility, convenience, field of service and permanency." "Our equipment meets these requirements," said the representative.

Mr. Harry A. Ellis was there, demonstrating in his own pleasing and effective way the merits of "The Ellis New Method Embossing" proposition. Actual work done at the exhibit showed how for a few dollars very satisfactory embossing work can be assured.

The Osterlind Ptg. Press and Mfg. Co. introduced the Kluge automatic feeder at its exhibit, an interesting feature. On account of the growth and increase of business in the past six months, the Osterlind Printing Press & Mfg. Co., have new and spacious quarters at 510-516 Endicott Bldg., St. Paul, Minn. Plans are being completed for an addition to their factory which will cover a total of 14,386 square feet of floor space. New and latest style machinery is being installed for the manufacture of standardized Osterlind presses.

Other exhibitors, whose exhibits merit mention, but for which space will not permit were; Anthony Ritchie, paper ruler; New Jersey Machine Corp., gumming machines; Star Adcraft Service; E. J. Gowdy, envelope press; "Printing," Kramer Wood-working Co., printers' labor-saving equipment, and others.

The American Newspaper Publishers' Association

Over 700 members attended the 35th annual meeting of the American Newspaper Publishers' Association, held at the Waldorf-Astoria Hotel, New York, during the week of April 25th. The register showed the attendance of the following representative delegates from Canada: W. M. Findlay and G. H. Wilson, *Globe*, Toronto; J. S. Douglas and G. E. Scroggie, *Mail and Empire*, Toronto; W. C. R. Harris, *Star*, Toronto; Mr. T. N. Preston, *Expositor*, Brantford. Other Canadians were present.

The officers elected are:—

President, Mr. Frank B. Noyes, Washington *Star*.

First Vice-President, Mr. Herbert F. Gunnison, Brooklyn N.Y., *Daily Eagle*.

Second Vice-President, Mr. Stuart H. Perry, Adrian, Mich., *Telegram and Times*.

Counsellor and Secretary, Mr. Melville E. Stone, New York.

General Manager and Assistant Secretary, Mr. Frederick Roy Martin, New York.

Treasurer, Mr. James R. Youatt, New York.

Executive Committee, Messrs. Victor F. Lawson, Chicago *Daily News*; Charles H. Clarke, Hartford, Conn., *Courant*; C. A. Rook, Pittsburgh *Dispatch*; W. L. McLean, Philadelphia *Bulletin*; Frank B. Noyes, Washington *Star*; Adolph S. Ochs, New York *Times*; John R. Rathom, Providence *Journal*.

Mr. J. E. Atkinson, Toronto *Star*, was elected a director.

Jottings of the Meeting

Benjamin Franklin, American Pioneer Journalist, was present. The splendid large bronze statue of Franklin was mounted upon a truck, suitably decorated and placed in Astor Court, facing the hotel. Here many of the newspaper associations paid respects to the spirit of the man whose memory will always be sacred to printerdom. This year, being the bicentennial anniversary of the beginning of Ben's literary career, is particularly opportune for the locating finally of the statue at Waterbury, Conn.

The exhibit of the Automatic Printer, a machine which will automatically print 35 words a minute sent by wire, was one of the chief centres of attraction.

The Southern Refining & Mfg. Co., featured in their exhibit a printing press roller that had been in constant use since October, 1918, and from which approximately fifty-five million impressions have been made. It looked it!

Newspaper publishers called in great numbers at the Goss Printing Co. headquarters during the convention to see the many interesting charts and photographs of latest improve-

ments on the Goss presses. Mr. George A. Eddy, president and general manager of the Goss Co., was in charge.

Samples demonstrating the superior quality of Huber inks formed a noteworthy exhibit. Specimens were shown of actual work done with the J. M. Huber news blacks and colored inks for comic and magazine supplements. Pieces of work done with the Huber rotogravure inks called forth special favorable comment.

A Hoe patented ink pump was the chief feature of the R. Hoe & Co's exhibit. This pump which is attached to all the recent models of the Hoe press, eliminates ink fountains and ductor rollers and was invented to facilitate ink distribution. The demonstration was facilitated by the blueprints showing the working parts of the pump which formed a part of the Hoe exhibit. These blue prints showed how the ink is pumped to the first distributing cylinder of the distribution system.

This device is responsible for the rapidity of the super-speed press, which is part of the output of the Hoe Co., and is, according to Oscar Roesen, vice-president of the company, the fastest printing press on the market.

Considerable interest centred about the electric automatic bulletin board, which formed the major part of the Cutler-Hammer Manufacturing Co's. exhibit. This display bulletin, which was automatically set by a typewriter and which in many newspaper offices can be controlled from the editorial rooms, told in huge letters, on a rolling screen twelve feet high, of the arrival of well known publishers, the events of the meetings, the time meetings were called, and in short, all the news of the convention. The Toronto *Star* has one of these Bulletins erected in its King Street window.

One of the most unique displays and certainly one of the most interesting ones, was that of the Mergenthaler Linotype Co., which exhibited a new linotype face for the Chinese langauge, the first ever made. The unusual part of it is that the Mergenthaler experts have standardized the Chinese language down to such a point that there are just thirty-five letters in their alphabet, which formerly consisted of approximately 6,000 signs and characters. The service rendered the Chinese in standardizing their alphabet so that it can be set by a typesetting machine is invaluable and the company is now ready to supply Chinese newspapers with complete type setting machines. This makes forty-two languages for which faces have been made by the Linotype Co., but none of the others required such difficult work. Over the entrance to the linotype headquarters was a huge slug, twelve feet in length, and eleven inches high, which bore the metal letters "The Linotype."

Mr. Thomas Bland, Toronto branch, was present.

The Cline Electric Mfg. Co. provided an attractive display of photographs showing their products: Cline press drives, linotype drives, stereotype drives and the paper roll stand with automatic tension.

While the Ludlow Typograph Co. did not have an exhibit at the hotel, yet they provided a special demonstration and exhibit at their offices in the World Building. The wonderful possibilities in the use of the Ludlow were effectively shown there.

A busy exhibit indeed was that of the Pollard Alling Mfg. Co., the reliefograph for embossing name plates at the rate of 250 per hour; the mailer strip and proof printer with a capacity of 30,000 per hour, and the style H. addresser that prints addresses on envelopes at 2,500 per hour and addresses on mailer strips or proofs at 10,000 per hour were shown by Mr. William M. Stretch, a wonderful fellow, who had time to talk to everybody.

The Lanston Monotype Machine Co. did not have a mechanical exhibit, but it was very interesting to inspect the splendid showing of monotype and samples of monotype work done by various newspaper plants. The Director of Publicity, Mr. E. D. Berry, was in charge.

The Intertype Co., while not showing any of their machines, provided adequate service in giving information, etc., regarding the simplicity and standardization advantages of their product. Publishers in the last few years have invested $14,000,000 in the various models which have been produced by the Intertype Co.

Particularly interesting was the exhibit of the International Syndicate, of Baltimore. The splendid feature service presented by this syndicate received much favorable comment.

The exhibit of the Thompson Feature Service, Inc., of New York, had the personal supervision of Mr. Ralph S. Thompson, president, and was a spot of constant interest to visitors.

The Speedaumatic Co., Chicago, presented in a very effective exhibit, superintended by Miss S. M. Johnsen, their "Multi-Mailer System," for listing and mailing purposes in newspaper and publishing houses.

Bruce Press Association

The Bruce Press Association, which meets several times a year, held its annual meeting for the election of officers and other business at the Town Hall, Walkerton, on Friday, April 29th at 1 p.m. In spite of drizzling weather and bad roads there was a good turn-out of members, the following publishers being present:—President Lorne Eedy, Walkerton *Telescope*; Secretary, D. McKenzie, Paisley *Advocate*; J. J. Hunter, Kincardine *Reporter*; Wm. McDonald, Chesley *Enterprise*; J. A. Wesley, Walkerton *Herald and Times*; Ernest E. Shortt, Southampton *Beacon*; John A. Johnston, Mildmay *Gazette*; Geo. K. Brown, Teeswater *News*; Lloyd Logan, Wiarton *Canadian-Echo*; Roy Vandusen, Tara *Leader*.

A resolution was passed endorsing and strongly commending the officers in their handling of the county printing matter in January.

The Franklin Price List, upon which the last county list was based, was formally adopted as the standard for job prices in the county.

An assessment of four dollars was levied on each member to meet running expenses.

On motion of J. J. Hunter, seconded by Wm. McDonald, the following resolution was passed:—That the sympathy of this association be extended to Artie Wesley, of the *Herald and Times*, on having his milk supply cut off for the first time since he was weaned, and for the agony he endured when treed by bed-bugs last June at Tobermory.

Several members reported good results from having cut out bulk tendering for municipal printing and tendering on the basis of current price lists.

The members were reminded that 12c and 8c a line is the new legal rate.

The question of educating the public up to the idea that higher subscription rates are here to stay was discussed and the suggestion made that a series of reading notices along that line be prepared. Action was deferred.

President Lorne Eedy, of the Walkerton *Telescope*, and Secretary D. McKenzie, Paisley *Advocate*, were re-elected for the coming year.

Canadian Press, Ltd., Officers

At the annual meeting of the Canadian Press, Ltd., the following directors were elected:—

Maritime Division—G. Fred Pearson, Halifax *Chronicle*; F. B. Ellis, St. John *Globe*.

Ontario and Quebec Division—H. Gagnon, Quebec City, *Le Soleil*; C. F. Crandall, Montreal *Star*; John Scott, Montreal *Gazette*; E. Norman Smith, Ottawa *Journal*; W. J. Wilkinson, Toronto *Mail and Empire*; W. J. McNair, Hamilton *Herald*; T. H. Preston, Brantford *Expositor*; A. R. Ford, London *Free Press*.

Western Division—E. H. Macklin, *Manitoba Free Press*; R. L. Richardson, Winnipeg *Tribune*; Burford Hooke, Regina *Leader*; J. H. Woods, Calgary *Herald*, and F. Burd, Vancouver *Province*.

Among other members present were: J. W. Sutherland, New Glasgow; J. R. Bone, Toronto *Star*; Irving E. Robertson, Toronto *Telegram*; John M. Imrie, Hamilton *Spectator*; W. B. Burgoyne, St. Catharines *Standard*; W. J. Taylor, Woodstock *Sentinel-Review*; O. C. Barrie, London *Evening Advertiser*; H. H. Pickett, London *Evening Advertiser*; J. E. Young, Windsor *Border Cities Star*; W. J. Motz, Kitchener *News-Record*; J. W. Curran, Sault Ste. Marie *Star*; E. B. MacKay, Port Arthur *News*; Roy W. Brown, Vancouver *Province*.

At a subsequent meeting of the Board of Directors, officers for the year were elected, as follows: E. Norman Smith, President; E. H. Macklin, First Vice-President; G. Fred Pearson, Second Vice-President; J. F. B. Livesay was reappointed general manager and secretary.

HE BORROWED A MAN TO SELL SUBSCRIPTIONS

HERE is something from an Ontario publisher who is so modest that he wants his name kept under a bushel: I suppose you would say a publisher who cannot get out and sell his own paper is more or less of a piker. Well, I am going to make an open confession, and that is that I simply can't sell circulation. Never could, and never will be able to. When I go to nail a man to take the paper I make a mess of the thing. It is all right to snicker and to smile, but there are a lot of other publishers who, were they honest, would make the same admission. I know a number right in my own district who never ask for a subscription from one year's end to the other. Of course that doesn't help my own case, but it makes me feel easier for having made my own confession.

One year when the fall fair came round I had myself all screwed up in a heap of courage, for I was going to have a regular killing that day. I had a good sized tent on the grounds at the fair, and a number of chairs in there for the people to come in and have a rest. I also had a number of sample copies to hand out. And listen, I had a good big supply of subscription blanks all ready to be filled out. I don't regret it at all, because it all worked well except the taking of the subscriptions. Somehow it seemed to me like sandbagging people to give them a place to have a little rest and then try to sell something to them. I got only two or three renewals that day, and they would have come to me anyway.

I never was sold on the contest plan of securing circulation, for I had some experience with it before I went into the weekly newspaper business, and yet I wanted more circulation. I could not afford to keep a man on that work steady, and I had not a man around the office who could sell circulation. I always had a notion that it was a real job and should be done in a real way by a man who thoroughly understood the game. If a person is sold an article by a real salesman there is a much better impression on the mind of the purchaser. It has always seemed that way to me in ordinary business. I can recall right now having been sold various things, and I always remembered the men who had sold them to me. If they did the thing clean and slick it always left a much better impression than a clumsy sale or a mess, such as I always made when I tried my hand at selling.

I had a friend who was running a small daily, and I knew he had a good man who looked after circulation and collecting, and he did it well. So it occurred to me that I might get the lend of that man for a couple of weeks. At least the thing was worth trying, so I put my case up to the brother publisher, and he decided that I was entitled to some little assistance, so I was to pay the office his salary, and the man was to make as much extra as I felt he was worth to me.

Say, he went to work within half an hour of the time he reached my town, and he worked. He dug up subscribers that I had thought about getting for weeks. In some cases where one paper was serving two families he showed them the folly of such a thing and secured the extra subscription. And above all, he did the thing clean and right, just as I had wished it to be done. He sold the paper on its merits. The second week I asked him if he objected to taking one of my men along with him, and he was only too glad to have company. From my man I learned that his methods were simple and effective. He took it for granted that the person wanted to subscribe for the paper, and from there he went on to explain that it had not been possible to make a house to house call before, and almost apologized for not having done so. It was impossible to get him rattled and he always kept up the impression that it was simply a matter of a few minutes before the order would be given. I am not making any boasts, nor am I quoting any figures here, but I may add that at the end of the two weeks I had a neat little list of real honest-to-goodness subscribers tacked on my list, and I was able to hand over a neat little cheque to my friend whom I had borrowed from my brother publisher in the city. Now I don't mean this to start a raid on the borrowing business, but I just want to point out that my belief was right that I entertained in the first place, viz, that circulation selling is the work of a specialist.

ALBERTA PUBLISHERS HAVE NEW GOVERNMENT RATES NOW

ALBERTA publishers have agreed with the King's Printer, J. W. Jeffrey, on a scale of advertising rates, as follows:—

Official advertisements, set solid, in 6 or 8 point, 15c per line first insertion; 10c per line each subsequent insertion.

Display Advertisements

Circulation	First Insertion per inch	Subsequent Insertions per inch
500 or less	40c	30c
501 to 1,000	45c	35c
1,001 to 1,500	50c	40c
1,501 and over	55c	45c

On account of the general meeting of publishers to be held in Vancouver in June, it was decided not to hold the course in journalism this year as was recommended at the annual meeting.

Acting on the instructions of the October Convention, the executive drew up a list of suggested sub-districts throughout the Province, with convenors appointed temporarily to organize the districts. The district Association idea has proved of great value in Eastern Canada in establishing prices and improving conditions in the printing business, and it will also prove of great value here.

Your town will probably appear on one of the divisions outlined. If it does, get in touch with the member of the Alberta Division who is convener and arrange for a preliminary meeting. If your town does not appear in the list, get in touch with the secretary. Herewith is the list of districts, as drawn up by the executive.

District No. 1—Convener, J. G. Buchanan, Fort Saskatchewan, Vermilion, Mannville, Vegreville, Lamont.

District No. 2—Convener, L. D'Albertanson, Chauvin, Wainwright, Irma, Viking, Holden, Ryley, Tofield.

District No. 3—Convener, V. C. French, Westaskiwin, Leduc, Ponoka, Lacombe, Rimbey, Clive, Red Deer.

District No. 4—Convener, W. F. Johnson, Strome, Camrose, Bawlf, Daysland, Killam, Sedgewick, Lougheed, Hardisty, Provost, Alliance, Forestburg.

District No. 5—Convener, C. L. Willis, Settler, Alix, Gadsby, Castor, Coronation, Consort, Monitor.

District No. 6—Convener, H. E. Osmond, Didsbury, Innisfail, Olds, Carstairs, Crossfield.

District No. 7—Convener, A. R. Mott, Delburne, Trochu, Three Hills, Acme, Carbon.

District No. 8—Convener, G. E. Quick, Youngstown, Big Valley, Munson, Drumheller, Delia, Hanna, Oyen, Chinook, Cereal.

District No. 9—Convener, L. D. Nisbet, Bassano, Strathmore, Gleichen, Brooks, Redcliffe.

District No. 10—Convener, Chas. Clark, High River, Okotoks, Nanton, Claresholm, Carmangay, Granum, Vulcan, Barons.

District No. 11—Convener, Mrs. Derrett, Pincher Creek, Blairmore, Coleman, Macleod, Taber, Bow Island.

District No. 12—Convener, F. W. Burton, Cardston, Warner, Raymond, Magrath.

All newspapers in towns not listed above please get in touch with secretary.

District conveners will notify of initial meeting.

The *Newfoundland Magazine*, published by E. A. Smith, at St. John's, Nfld., has amalgamated with the St. John's *Times*, with Mr. Smith taking the position of manager of the *Times*. Mr. Smith has had newspaper business experience on the Winnipeg *Telegram* and the *Manitoba Free Press*. About three and a half years ago he started the publication of the *Newfoundland Magazine*. Mr. Smallwood continues as editor of the *Times*.

With Our Advertisers and Subscribers

Corson & Son, of the Markham *Economist*, have installed a Model C Intertype.

The Wilson-Munroe Co.. Toronto, have been appointed sole agents for the O'Bannon imitation leather fabrics, particularly interesting to the publishing and book-binding trades..

Mr. A. W. Barrett is the European factory representative of the Miller Saw Trimmer Co. Co-operating with his sales efforts, Mr. Barrett is addressing meetings of printers on the subject of "Efficiency in Equipment and Production."

The old gas engine has been discarded in the office of the Kincardine *Reporter*, and the proprietor, Mr. J. J. Hunter, has also done away with the setting of his paper by hand. He has installed in his office a Model C-s-m Intertype.

The Publicity Dept. of the McClary Mfg Co., London, Ont., have issued an exceptionally interesting April number of *McClary's Wireless*, their house-organ. Congratulations, Miss Wade. As a "house" organ, this one is a real newsy one.

We have received a very fine sample book from the Esleek Mfg Co., showing effectively their line of onion skin and manifold papers. Their three grades, Fidelity and Emco Onion Skin, and Superior Manifold, we note are now watermarked.

The new baseball feature supplied by the International Syndicate, of Baltimore, has already been placed with 11 per cent. of all Canadian cities in which daily papers are issued, a far better showing than is made by the syndicate in the U.S.

The Philadelphia sales office of the Miehle Printing Press and Mfg. Co., has recently been moved to the Stephen Girard Bldg., 21 South 12th St., Philadelphia. Mr. Smith reports good business in recent months and is most optimistic regarding 1920 sales.

The Acton Publishing Company, Ltd., of Toronto and Montreal, Canada, has issued the first number of its house organ, *The Happy Medium*. It is described as "an optimistic little magazine for business men," and it is everything that this statement implies.

After fifteen years in Palmerston, Mr. H. E. Bywater recently disposed of the *Spectator* to Messrs. Treleaven & Shibley. The latter gentlemen intend to thoroughly re-equip the office and started by purchasing a Model C three magazine Intertype from Miller & Richard.

The Mergenthaler Linotype Company's latest piece of advertising matter, "Economy in Corrections," is one of the neatest and most effective folders to reach us this month. It is printed in light brown and black on highly coated white stock, folded and enclosed in an envelope for mailing.

Sam H. Morris, of the *Maple Leaf*, Port Dover, is now producing an all home print paper. Upon returning from overseas, where Sam had the misfortune to be severely wounded, he found type sticking pretty strenuous work. Now, with the aid of a Model B Intertype, purchased from Miller & Richard, he says "everything is jake."

The Linograph Co., Davenport, Iowa, have mailed out an attractive booklet entitled "Answers." It presents a collection of very fine letters received from users of the Linograph. On the inside back cover page is a well arranged group showing the officers, directors and managers of the company. The company report a very successful line of business going at present.

Printers and bookbinders will be interested in the new machine being placed on the market by the Seybold Machine Co. (J. L. Morrison Co., Toronto, agents). This is an automatic 32-inch cutter, of a size suitable for any size printery or bindery. The features are too many to elaborate in this column, but it might be mentioned that it is self-contained on a solid base, has a three-section absolutely true gauge, four side gauges are provided, the knife action has the double shear movement, and altogether is a machine that will give efficient service.

The Lanston Monotype Co. report splendid Canadian business in recent months, as the following list of installations will show:—Methodist Book & Publishing House, Toronto, 5 equipments; Ottawa Monotype Composition Co., Ottawa, 2 equipments; Nova Print, Ltd., Halifax, 1 equipment; Moore Printery, Hamilton, 1 equipment; Montreal Printing & Publishing Co., Ltd., 1 equipment; Merchants Printing Co., Montreal, 1 equipment; Mail & Empire, Toronto, 1 equipment; Don MacKinnon, Sydney, 1 equipment; Shilvock-Jackson, Ltd., Vancouver, 2 equipments; Seguin Bros., Windsor, Ont., 1 equipment; Avenue Press, Calgary, 1 equipment; Birch Press, Montreal, 1 equipment; J. W. Boyd, Vancouver, 1 equipment; Davidson Bros., Wolfville, N.S., 1 equipment; Driscoll & Herald, Winnipeg, 2 equipments; Robert Duncan & Co., Hamilton, 1 equipment; Le Nouvelliste, Three Rivers, 4 equipments; Hurley Printing Co., Brantford, 1 equipment; *L'Evenement*, Quebec City, and *La Nouvelliste*, Three Rivers, are the two latest daily newspapers who have installed Monotypes exclusively for their papers.

The following is a list of recent linotype installations:—*Carp Review*, Model K; Kirkendall & Fraser, Toronto, Model 8; Hamilton *Herald*, Model 14; *L'Union*, Arthabaska, Que., Model 14; *Canadian Railroader*, Montreal, Model 8; Commercial Printing Company, Quebec, Model 8; Charlottetown *Examiner*, Model 8; British Canadian Publishing Company, Toronto, Model L; University of Alberta, Edmonton, Model 14; *La Patrie*, Montreal, Model 14; Regina *Courier*, Model 14; Western Business Service, Saskatoon, Model 14; Barrie *Examiner*, Model 8; Medicine Hat *News*, Model 14; Cobalt *Nugget*, Model 14; *Vapaus*, Sudbury, Model 8; *Le Matin*, Montreal, Model 14; Mildmay *Gazette*, Model L; Gull Lake *Advance*, Model L; Tillsonburg *News*, Model 14; Sackville *Post*, Model L; *Industrial and Technical Press*, Ste. Anne de Bellevue, Model 8; Yarmouth *Light*, Model L; Drumheller *Review*, Model 8; Gerard Marquis, Montmagny, Que., Model 8; Walker Press, Paris, Model 8; City Linotyping Company, Hamilton, Model 8; Brockville *Recorder*, Model 8; Dadson-Merrill, Ottawa, Model 8; Moose Jaw *Times*, Model 14; Yorkton Press, Model 14; Toronto *Telegram*, Model 14; Chatham *Planet*, Model 14; *Sentinel-Review*, Woodstock, Model 8.

The New Era Manufacturing Co., Paterson, N.J., announce in this issue the "New Era Press" for multi-process printing. This press in one form has been on the market for the past fifteen years, being manufactured by the Regina Co., at Rahway, N.J., during which period many new developments have been made, the old design being greatly perfected. The rapidly developing business of the Regina Co. along other lines, led them to decide to give up the manufacture of the New Era Press. This appeared like a good opportunity to promote a press that would find a large market and Mr. F. J. Gubelman, of the Regina Co., immediately decided and proceeded to organize a new company and devote entire attention to the promotion of the New Era press. The new company was incorporated on December 31, 1920, with an authorized capital of $100,000 of preferred stock and 2,500 shares of common stock without par value. $62,000 worth of the preferred stock was sold for cash at $100.00 per share the remaining $38,000.00 being still in the treasury unissued, reserved for further development. 1,000 shares of the common stock was sold at $100.00 per share and 250 shares were issued for property worth considerably in excess of $25,000. The remaining 1,250 shares of common stock are still in the treasury unissued. We have, therefore, resources of upwards of $200,000.00 A new plant was erected at Paterson, N.J., which is a modern one in every respect. The superintendent, engineering designer, foremen and quite a few of the best mechanics are the employees formerly engaged in this work. Mr. Gubelman is himself a man with exceptionally successful experience. Graduating 32 years ago as a mechanical engineer from the Stevens Institute, he was one of the original designers of and manufactured the high speed automatic cut-off engine. He has had 20 years' experience as managing director in contracting work, including the water-works for the city of Newark, N.J., city of Alleghany, Pa., the pumping and filtration plants for the water-works of the city of Paterson, N.J., the Pennsylvania Railroad tunnels under the Hudson River, the Grand Central Terminal, New York City, Hudson Terminal, New York City, and the City Investing Building, New York City; has been a member of the American Society of Mechanical Engineers for 25 years, and a member of the American Society of Civil Engineers, Franklin Institute of Philadelphia, and other similar societies.

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A. R. KENNEDY - - - - - Editor.

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Buying Editorial Opinion

MUCH has been said in print about the service which Mr. Murray is offering to Canadian advertisers, especially those who have occasion to purchase space in a number of papers.

The mistake Mr. Murray made in the first place was to intimate in his circulars that newspapers and publications were more or less open to influence through their advertising patronage. Such a statement or intimation was not at all necessary. The average advertiser, great or small, has no particular desire or wish to swing the editorial policy of a newspaper.

The nature of Mr. Murray's service is legitimate, although unnecessary.

The proposition might be stated as this: We will give you a service, showing the attitude of every Canadian daily paper on matters of tariff or politics, and their general attitude regarding the manufacturing interests of the Dominion. We will furnish extracts tending to show a change in policy on the part of any of these papers. In short we will keep you posted on the attitude of the Canadian press toward Canadian manufacturing interests.

Of course that is a more or less suppositious way of stating the case, but it is substantially correct. That service would be perfectly all right, and there might be quite a demand for it. But that is as far as the thing can go.

Were a manufacturer to sit down and seriously think over the whole problem, he would see that the placing or withholding of advertising could not change editorial policy. There might even be a desire on the part of certain publishers to be swung around by the business office receipts, but there is a well defined limit past which they dare not venture.

Let us make this point clear, and to do so take the following case: A group of patriotic American citizens have been watching for some months the influence the Hearst papers have on the semi-anarchist element of the United States. They get together and reason that by spending a good sum of money they can gain control of one of these papers that has access every day to two million people. This paper can be bought for two million dollars, and so this group of patriots, with every good motive driving them on, figure out that this is about as good a move as they could make. In this way for $1 per reader, they can preach patriotism and respect for good government to a great number of people, and in this way more or less reform them.

Very well. They go ahead and make the purchase of the paper, and pay over their $2,000,000. The first thing they do is to fire the editor who has been pumping red rag ideas into the readers every day. They put on a man who has lofty ideals of what good American citizenship should be. They tell him of their purpose, and instruct him to preach and teach patriotism to his audience every day in place of the truck they have been used to getting. The whole tone of the paper is altered in connection with this new editorial policy, and the work of reformation is launched with considerable hope and expectation.

So far, so good. Now for the readers. They pick up the paper as usual, in the morning or evening as the case might be, and they begin to be saturated with the new order of things. They are told that things they have believed in are wrong, and little by little they are inoculated with patriotic germs until they are ready to state openly that Marx was a blithering ass, and Lenine and Trotsky worse still. And so these two million people reached by this paper are turned from being an indifferent asset to the nation into bang-up, good citizens of the ultra-patriot type.

Is that so? Not for one minute.

Just as soon as the paper was turned from being what these people wanted to read into something they did not want to read, they would in nearly every case cease to be readers.

If their yellow journal was turned into one of a more healthy color, they would seek out some other yellow sheet and adhere to it.

If a minister in a Baptist or a Methodist church goes into his pulpit Sunday after Sunday and preaches doctrines that are opposed to the views of the people who go to that church, that minister is going to do one of these two things (1) be asked to get out and do it quick, or (2) lose his congregation.

The same thing applies in a great measure to newspapers, and were a paper to come under the spell, as one might be led to expect from some of Mr. Murray's first circulars, it would soon lose a great part of its congregation. A national advertiser should be able to see that such is the case.

Much has been said in regard to the insertion of this class of material in readyprints for weekly newspapers. *Printer and Publisher* does not believe that the editors of the weekly papers in Canada are of the class that can be led around by the nose by any ring or clique to have inserted in their papers, inside or outside, policies to which they would not subscribe and champion openly.

A great deal of the talk about being able to get certain policies spread in the country by controlling the material going on the inside pages of weekly papers is pure and simple bunk.

If an editor does not agree with views expressed on the inside pages, and put there by the publisher of ready-prints, he can stop it very quickly and very decisively. If the editor does agree with those views, then the including of them on his inside pages is simply carrying out the policies of which he approves.

When a corporation or a firm, or a collection of them, sets out to buy editorial opinion, they start forth to secure something almost impossible of purchase, even in spite of the attitude of the publisher. Once a paper makes a right-about-face and starts to preach strange doctrines to his clientele, he simply invites his readers to depart and look elsewhere for the class of reading they want.

C.W.N.A. Ready for the Vancouver Sessions

Combination of Business and Pleasure

HEADED for Vancouver, the members of the Canadian Weekly Newspaper Association are planning for no dull moments and many interesting and instructive ones. When last seen by *Printer and Publisher*, E. R. Sayles, manager of the association, was busy counting the noses of those who had signified their willingness and sent along the wherewithal to ride in the special train. If the required number come along in time, the special will steam forth. If not they will go in the ordinary way that other folks do.

The West is certain to send a big delegation to the Coast, and all sections of the East will be well represented. It is estimated that, counting wives and members, there will be 150 from the East, making in all about 350 at the Vancouver gathering. The sessions are to be held at the Vancouver Hotel on Thursday and Friday, June 9 and 10.

Should the special train be arranged, and it seems likely it will, it will leave Toronto on Thursday, June 2, making the first stop at Winnipeg on Saturday afternoon. Sunday afternoon there will be a stop at Saskatoon, and on Monday afternoon the party will be in Edmonton. Tuesday will find them among the wonders of Jasper Park, and on the following Wednesday the party will be at Vancouver.

The Topics to be Dealt With

Frederick W. Kennedy, dean of the School of Journalism, at Seattle, is one of the principal speakers for the gatherings. He has devoted a good deal of study to the problems of the publisher, and one of his subjects will be "Newspaper Costs," and another "Using Production as a Standard for Estimating and Costs."

James J. Hurley, of the Hurley Printing Co., at Brantford, takes the subject of "Making the Job Office Pay," and it is expected that he will take up the matter of costs from several different angles.

British Columbia men will be represented on the programme, too. Hugh Savage, of the *Cowichan Leader*, Duncan, B.C., turns out a smart looking paper in his own office, and will speak on the "Paid in Advance" list.

From the eastern corner of the Dominion, Fred Stevens, of Hartland, N.B., has been selected to open the discussion on "Soliciting Local Advertising."

The question of costs and cost systems is going to receive considerable attention from the weekly men, and F. A. J. Davis, of the Central Canadian, Carleton Place, will deal with it under the heading "Should a Weekly Paper Have a Cost System?"

Following this same line, Louis Ball, manager of the Vernon, B.C., *News*, will take up an interesting study of comparative costs, under the heading of "The Difference in Costs East and West."

More composing room lore will be introduced by J. J. Keefer, of the Norwood *Register*. Mr. Keefer has kept pretty close tab on his own business for some time, and in the topic, "What Does It Cost to Set Display Ads?" will deal with a subject about which a great deal more should be known.

Publishers will be interested in having a chance to discuss their money matters as they are reflected in the circulation department, and this matter will be brought up by Lorne A. Eedy, of Walkerton, in "Is the $2 Subscription Rate Too High?"

Entertainment Provided

Little of a definite nature has been announced regarding entertainment on the way out or back. Something will be done at Winnipeg in the nature of a tour around the city, and a church service will probably be held at Saskatoon on Sunday afternoon. So many of the editors are local preachers that there will be no difficulty in arranging these details. Edmonton and Jasper Park will probably witness other forms of entertainment. At Vancouver a luncheon has been arranged, at which the mayor will preside, and the Women's Press Club has arranged to entertain the ladies of the party. There will be various excursions and drives to points around the city. On Saturday the party will leave for Victoria. While there they will be entertained by the lieutenant governor, and will also be guests of the local newspaper fraternity. The return trip will be commenced from Vancouver on Sunday evening, and the party will reach Toronto, travelling by the main line of the C.P.R., on June 18. Thus the trip will take in from June 2 to 18.

Manitoba Editors in Session

The annual meeting of the Manitoba branch of the Canadian Weekly Newspaper association was held at the Typothetae rooms in the Bulman block yesterday afternoon when the following officers for the year were elected: Hon. president, A. Dunlop, Neepawa; past president, J. G. Montieth, Killarney; president, J. A. McLachlan, Virden; first vice-president, R. C. Fahrni, Gladstone; second vice-president, Thos. S. Beveridge, Melita; secretary, G. H. Saults, Winnipeg; executive committee, J. H. Ralston, Morden; M. S. Watson, Deloraine; W. Ballantyne, Emerson; Frand Manning, Reston, and W. King, Dauphin.

The province was divided into eight local districts, with a convener for each, the idea being to hold district conventions at intervals.

Roy H. Ashwin, secretary of the Saskatchewan association, addressed the meeting on the idea of establishing an advertising bureau to be under the direction and control of the press association of the three prairie provinces. The plan was endorsed and steps taken to carry out the idea.

A number of the members expressed their intention of attending the annual meeting of the Canadian Press association to be held at Vancouver in June. A sufficient number will go from Manitoba to fill a car. The meeting was presided over by President J. H. Montieth, of Killarney.

The members of the association were the guests of the Winnipeg Typothetae at a noon luncheon in the St. Charles Hotel, when J. W. Dafoe, editor-in-chief of the *Free Press*, spoke on "Business Ethics," while H. E. Wilder presided at the function.

In the evening the party was entertained at dinner at the St. Charles Country Club where they were the guests of John Martin, of the Martin Paper company, and this was followed by a theatre party at the Orpheum and a cabaret luncheon later at the St. Charles Country club.

The outside members present at the meeting were: Messrs. J. H. Ralston, Morden; J. H. Montieth, Killarney; F. Manning, Reston; Geo. A. Graham, Grandview; Jas. L. Cowie, Carberry; W. B. Ballantyne, Emerson; A. Drewe, Dominion City; J. Richardson, Treherne; Thos. Beveridge, Melita; E. R. Johnston, Neepawa; M. S. Watson, Deloraine; Fred Norris, Elkhorn; W. Udall, Boissevain; W. Lockhart, Strathclair; Roy Fahrni, Gladstone; A. Dunlop, Neepawa; W. King, Dauphin; A. E. Code, Morris; W. G. Pickell, Portage la Prairie; P. C. Lacey, McCreary; W. T. Offen, Rivers; Miss Playfair, Hartney; G. Hartland, Cypress River, and H. G. Franklin, Roland.

The Result of the Contest

Noticing that the Welland *Tribune and Telegraph* had been conducting a circulation contest, *Printer and Publisher* asked for a statement showing the results. The answer explains the situation:—We did not put on the contest to gain circulation though we did gain considerable. Our situation was this, on September 30th last we amalgamated three newspapers, the *Telegraph*, the *Tribune*, and the *Peoples' Press*, and at the same time we increased the subscription rate from $1.50 to $2.00 a year. It required some calculation to determine the standing of a subscriber who took the three papers. We thought we would settle the whole thing at once and we have done so. We engaged A. B. Hull to handle the contest for us. The prizes we hung up cost $2,000. Our receipts were $16,473.77. We have to-day a list of 7,824 subscribers and all paid in advance.

District 2, Alberta, Adopt Price List

Held a Splendid Get-Together Meeting

THE PRICE LIST ADOPTED.

Comprising all Alberta points on the G.T.P. East of Edmonton; Tofield, Ryley, Holden, Irma, Wainwright, and Chauvin.

Advertising Rates

Transient, per inch	$ .50
Contract, per inch	.25
Legal, per line, first insertion	.15
Legal, per line, subsequent insertion	.10
Professional cards, 1 inch per year	18.00
Professional cards, 2 inch, per year	24.00
Readers, per count line	.15
Religious, charitable and similar organizations, per count line	.10

Letterheads

250	$ 5.50
500	7.50
1000	11.00
Extra 1000	7.50

Stock, 20 lb. Bond at 35c.
For two colors add $4.00 per thousand.
For more expensive stock add to these prices proportionately.

Padding, per 100 .10

Billheads

	5½ x 8½	7 x 8½	8½ x 11	8½ x 14
250	4.50	4.75	5.25	6.25
500	5.75	6.50	7.25	8.75
1000	8.25	9.25	11.00	13.75
Extra 1000	4.75	5.25	6.25	7.25

100 of any of the above, $4.25 to $6.00

Note Memoheads and Statements

20 lb. Bond 35c.

250	500	1000	Extra 1000
4.25	5.50	7.75	4.25

Envelopes

Stock, $3.00

No. 7	3.00	4.50	7.75	5.50

Round Cornered Cards

Size 1, or 88

100, $2.25; each additional 100, 50c.

Government Postcards

Printing Only

100, $2.75; each additional 100, 50c.

Window Cards

11 x 14—1 to 6, $2.75; 25, $4.50; 50, $5.50; 100, $7.00; Extra color $3.50 additional
14 x 22—1 to 6 $3.25; 25, $6.50; 50, $8.00; 100, $10.25; Extra color $5.00 additional.
22 x 28—1 to 6, $4.50; 12, $6.50; 25, $8.75; 50, $11.00

(For Heavy Composition; add hour rate.)

Note and Letter Circulars

20 lb. Bond at 35c

	100	250	500	1000	1000 Extra
Note	3.25	4.50	5.75	8.00	4.75
Letter	7.00	8.75	10.00	12.25	7.50

Add $3.50 to these prices for two colors.
With blank fly leaf add 30 per cent.
For heavy composition, add hour rate.

Dodgers

	100	250	500	1000	Extra 1000
6 x 9	3.00	3.75	4.50	6.00	3.25
9 x 12	4.75	5.75	7.00	9.25	4.50

Auction Sale Bills

With list of Farm Stock, Implements, etc.

	25	50	100	Extra 100
12 x 18	9.75	10.25	11.00	2.00
12 x 24	11.00	11.50	12.50	2.25
18 x 24	11.75	12.50	13.75	2.50
24 x 36	13.75	15.00	17.00	3.75

Open Display Posters

	25	50	100	Extra 100
12 x 18	5.50	6.00	6.75	2.00
12 x 24	7.50	8.50	9.75	2.25
18 x 24	7.75	8.50	9.75	2.50
24 x 36	8.75	9.75	11.75	3.75

For heavy composition, add hour rate.
For extra color, add 50 per cent.

Invitation Cards with Envelopes

	25	50	100	Extra 100
3 x5	4.00	4.50	7.00	4.50

Memorial Cards

12, $3.50; 25, $4.25; 50, $5.25; 75, $7.25; 100, $8.75

Visiting Cards

50, $1.50; 100, $2.00
Black Bordered 50 per cent. extra.

Wedding Invitations

$3.00 Stock:—15, $4.50; 25, $5.25; 50, $7.00; 75, $8.75. 100, $10.50.
For extra expensive stock add in proportion.

Shipping Tags

500, $5.25; 1000, $8.00; Additional 1000, $5.00
On basis of No. 5 tag. Other sizes pro rata.

Route Cards

	25	50	100	Extra 100
14 x 22	10.50	12.25	14.75	4.25
7 x 7½		7.50	8.50	1.75

For extra heavy or tabulated pedigree charge hour rate for extra composition.

Receipt or Order Books

3¼ x 8½—250, $7.50; 500, $9.00; 1000, $12.00; extra 1000, $4.25.

Ballots

3 names or less, 300 ballots 7.50
Each additional 100, $1.50
Also add $1.00 per each additional name.

Prize Lists

Size of page, 9 x 4½—$3.00 per page for 200 copies, and 25c per page additional for each extra 100 copies.

Time Charges

Gordon Press Work, per hour	2.00
Hand composition, per hour	2.75
Cylinder press work, per hour	4.50

L. D'ALBERTANSON,
President, The Chauvin *Chronicle*, Chauvin, Alberta.
W. Worton, Secretary, The Tofield *Mercury*, Tofield, Alberta.

Who Let Her In?

Nice Old Lady—"Will you kindly tell me if the lady who writes 'The Mother's Page' every week in your paper is in? I want to tell her how much I have enjoyed reading her article on 'The Evening Hour in Nursery.'"

Office Boy—"That's him over there with the pink shirt, smokin' a pipe."

Buyers of Printing Seek Lower Prices

Jobs Submitted to Printer & Publisher for Estimates

THE eternal, ever-present problem of the job printer is costs. He quotes a customer on a job, then is told that his price is exorbitant—that Brown, his competitor, would do the job for much less, and turn out just as good quality of work.

It is a fact that the job printer is being confronted with this problem a lot more than he has been accustomed to in the past five or six years.

The customer seeks to get his work printed cheaper to-day, but the cost of production in the printing office has not taken the downward plunge the customer is wont to expect. He is apt to view the printing office in much the same light as he views the tailor shop which knocked off ten dollars from the usual price when he bought his last suit of clothes. The price of paper to the printer may have taken a tumble similar to the cloth sold to the tailor, though we doubt it, but the important fact the customer misses is this: prices for printing have never been exorbitant.

When the cost of production of all things commenced to soar as a result of the war, who was the last to meet the situation? The printer, of course. His timidity is proverbial. He can never be convicted of profiteering, though he may often be wrongfully accused. Evidence of this is herewith plainly established.

"Everybody seems to think the printer is trying to beat him while most of us do not make an honest living," writes a well-known proprietor of an Ontario printing office, who requested this paper to prepare an estimate on a small job, the price charged evidently not meeting with the approval of the customer.

Other correspondents write in the same vein and for a like purpose, all of which presents eloquent testimony of the honest-to-goodness desire of printers to establish fair prices. If there is anything wrong with their printing charges they are only too glad to have them pointed out.

Now let us consider the jobs sent to *Printer and Publisher* for estimates.

Estimate on Price List Form

From Richmond, Quebec, *Printer and Publisher* has received another interesting query. The *Times-Guardian* office printed 1,000 price list forms, 22" x 17" folded to make eight pages. Two outside pages are in the form of display advertisements, four inside pages are devoted to price lists, and two pages are shown blank.

The price charged has not been submitted in this instance. From the information at hand *Printer and Publisher* would adjudge the job to be worth not less than $60.75, based on the following conservative estimate:

Composition, machine, 6 hrs., at $3.00	$18.00
Composition, hand, 7 hrs., at $3.00	21.00
Press work, 2 hrs., at $3.25	6.50
Folding, 1 hr. at $1.00	1.00
Stock, 40 lb. at 27c	10.80
Add 25 per cent. profit on stock	2.70
Ink	.25
Delivery	.50
	$60.75

2,000 Memo Books, $26.25

This is a vest pocket memo book of sixteen pages submitted for estimate by the office of the *Freeholder*, Cornwall, Ontario. Ordinary cover stock and ordinary bond paper were used. We would place the price of this job at $26.25.

Composition, 3 hours at $2.50	$ 7.50
Press work, 2 hours at $2.00	4.00
Bindery, 3 hours at $1.00	3.00
Stock, inside	8.00
Add 25 per cent. for profit on stock	2.00
Cover stock	1.00
Ink	.25
Delivery	.50
	$26.25

Program at $85.00 Too Low

The Hurley Printing Company, Brantford, were accused of "robbery" for charging $85.00 for 1,300 copies of an eight page program, or twelve pages including the cover. The cover contains very little printing. As for the inside pages they present the usual style of program setting.

The Hurley Company's estimate in detail was as follows:

Inside stock	$12.35
Cover stock	19.05
Tax 1 per cent.	.23
Composition, hand, 11 1-3 hr	26.24
Composition, machine, 3 1-6 hrs	7.33
Press, cylinder, 3 hrs.	6.56
Press, jobbers, 1 1-6 hrs.	1.61
Ink	.20
Binding, hand	10.75
Cutting	3.26
Cartage	.63
	$88.21
Sold for	$85.00

If the customer who made the complaint was in a position to understand printing costs he would realize that the job was secured at a low figure. *Printer and Publisher* finds it worth at least $98.00. Our estimate in detail follows:

Inside stock	$12.35
Cover stock	19.05
Tax 1 per cent.	.23
Composition, hand 11 1-3 hrs. at $2.50	28.33
Composition, machine, 3 1-6 hrs. at $3.00	9.50
Press, cylinder, 3 hrs., at $3.50	10.50
Press, job, 1 1-6 hrs., at $2.00	2.35
Ink	.25
Binding	12.00
Cutting	3.25
Delivery	.75
	$98.56

This is Interesting

April 22, 1921.

Editor, *Printer and Publisher*,
Toronto, Ontario.

Dear Sir:—

In the current issue of P. & P. which arrived this morning, I notice your estimate on the engineering slip (50M) about which I queried a couple of weeks ago. Had I known that the enquiry would be used in the P. & P. I might have helped by giving the prices. I figured the job to be worth $49.50, which I thought was a little on the low side if anything. Your estimate of $54.00 should be about right. As a matter of fact the job was done in Toronto for $31.00 and I think my question was answered by your estimate—some of the Toronto printers need educating as much as we "hicks" in the country.

Thanking you for the attention given and hoping the above information interests you, I am,

Yours very truly,
E. M. BINGHAM (Signed.)

Editor's Note.—In the foregoing estimates it may be noticed that in some cases composition is charged at the rate of $2.50 per hour, and in others $3.00 per hour. This may appear inconsistent without an explanation, so it might be pointed out that the prices per hour charged were based on the information furnished, or the estimator's knowledge of conditions bearing on each respective case.

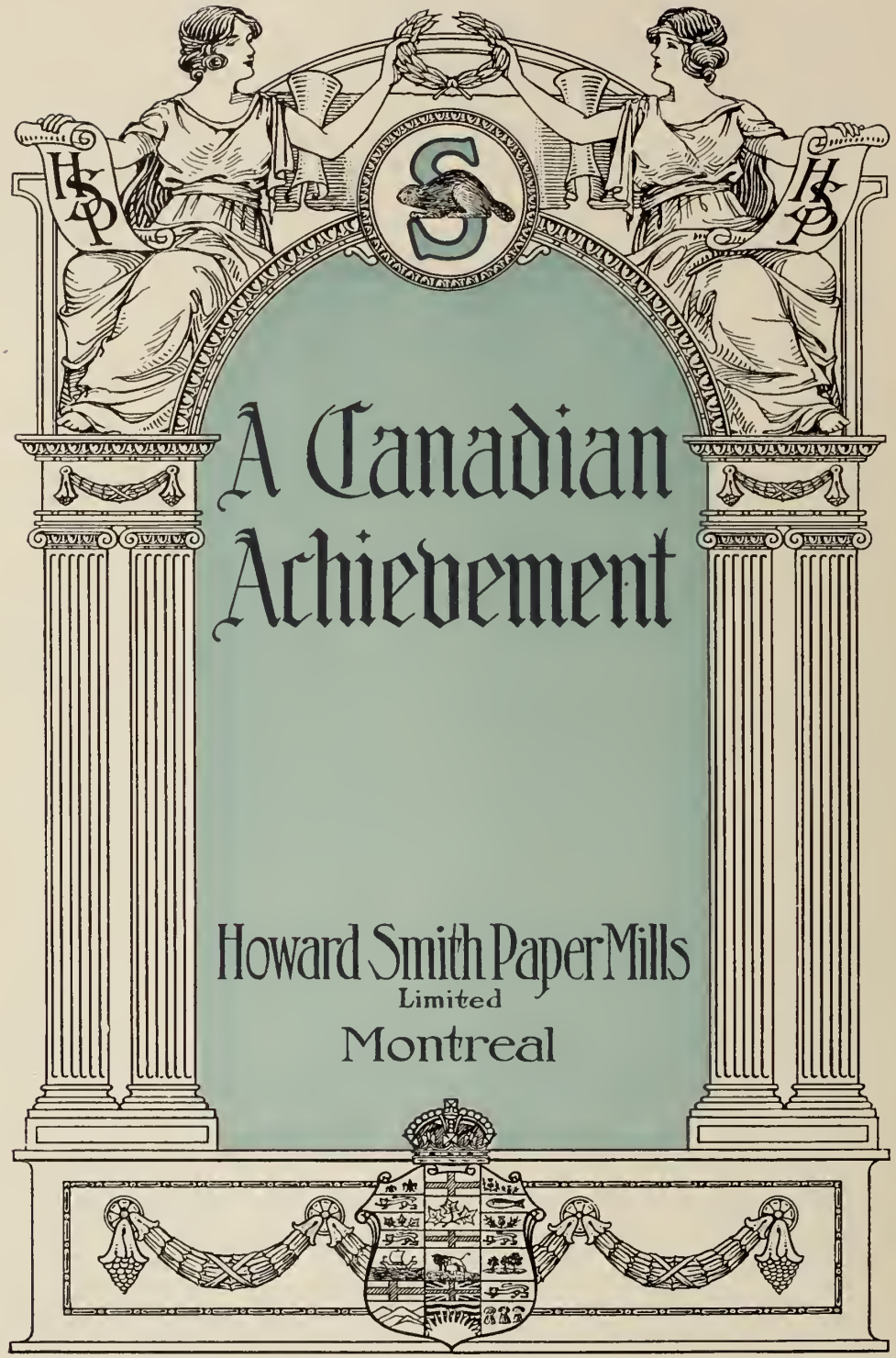


FIGURE 1.

Frontispiece of an excellent booklet, 17½" x 9", produced by the Mortimer Company, Limited, Ottawa. Black and two shades of greyish-green ink were used in the original printing. The stock was white, H.S.P., extra strong.

REVIEW OF JOB SPECIMENS

If You Want an Opinion on Your Work, Send It In

AT THE conclusion of an article which appeared in *American Printer* some months ago Edmund G. Gress, the eminent typographer, made quite a notable statement. To wit: "Printing is a wonderful art. There is much of interest in it and the pleasure that comes to the student of typography repays him for all his energy and time spent in learning more about it. American typography should be the best in the world."

The last sentence of this quotation is especially interesting. Mr. Gress does not point out just why American typography should be the best in the world, but is evidently convinced of the unrivalled opportunities for the American printer to excel in the art of arranging type in the pleasing and expressive forms. It is hardly necessary to await future development before passing judgment on American typography. Taking it as a whole it is to-day unsurpassed, if not without equal. It will be noticed that Mr. Gress used the word "American." Now we are inclined to think he had in mind, not alone the printed product of the United States, but that of Canada, too.

There are no distinguishing features between the typography of this country and our neighbors across the border, and in truth it must be admitted Canadians have always admired the progressive printing fashions of our friends in the States and have paid tribute to their merit through the process of close imitation.

There is good, bad, and indifferent work produced by the printers of both countries. Speaking of that which is good, to-day in Canada there are printing firms producing work that is not excelled anywhere, and when Mr. Gress points with justifiable pride to the high standard of American typography, we feel sure he was not altogether thinking of the United States.

There is recent and ample proof of this contention. We have it in the shape of a beautiful, brochure printed by the Mortimer Company Limited, of Ottawa, for the Howard Smith Paper Mills, Limited, of Montreal. As a matter of fact the Mortimer Company, Limited, secured first at an exhibition of printing which took place in the United States about a year ago.

Another example of high-class Canadian workmanship is seen in another attractive brochure put out by the Acton Publishing Co., Toronto, in the interest of this firm's business. Accompanying this brochure is one of the most attractively printed house organs that has come to the office of *Printer and Publisher*. Something more in detail will be said further on concerning these very creditable productions, and for the present we would like to draw attention to one of the great factors that makes the splendid typographic effects of to-day possible—the engraving art.

It has been said that type and engravings are wedded. The illustration, or engraving in some form, has become part if not parcel of the bulk of the attractive printing now produced. Therefore it seems very fitting that in this department current examples of type arrangements and engravings may be quite appropriately exhibited.

FIGURE 1.—Produced by the Mortimer Company, Limited, Ottawa. The handsome brochure printed by this well known firm for the Howard Smith Paper Mills, Limited, Montreal, is just about the best thing we have seen of this kind from the presses of a Canadian printing office. The title of the work is "A Canadian Achievement," which aims to set forth the quality of the Howard Smith Paper Mill products.

It incorporates a booklet within a booklet all on white stock, and printed in black, gold red and two shades of green inks. The outer booklet is 11½" x 9". The inserted booklet is slightly smaller, so that it can be held in place by folding inward about three inches of the back cover of the outer booklet which contains the principal message.

The front cover of the main booklet represents the work of an artist entirely and is beautifully done; the printing colors used here are a background of grey green, a border and centre design in darkened cast of grey-green, and the title in gold hand-lettered text; the trade mark is especially nice in gold green and red and is placed low on the cover. The frontispiece (reproduced here) is also an entirely engraved design illustrating Canadian achievement; it is printed in black and two shades of green. Next is the title page in the same colors; here we find an appropriate verse by James Russell Lowell which links up life with a sheet of white paper.

The message on the inside pages of the first booklet is short and sweet. It is conveyed in a little over two hundred words, printed in 18-point Monotype Text and set nineteen ems wide, twelve lines to a page. Eight pages are occupied for the message, but only one side is printed upon. The colors used here are black for the text, with a large initial letter in red; the text in each case is placed in the upper left hand corner. Paper manufacturing scenes appear in the low right hand corner of the text pages, these and the borders appear in the two green shades mentioned before.

The main booklet in all is sixteen pages, exclusive of cover. The insert is twenty-four pages exclusive of cover, and contains a number of testimonials, presented neatly in 10-point Monotype italics and roman, series 21E. In refinement of appearance it is a worthy sister to the first book.

Unsparing use of white space, neat color treatment, attractive engravings, clever arrangement of parts—these factors combined with good paper-stock make this production of the Mortimer Company an outstanding work of beauty.

FIGURE 2—Produced by the Acton Publishing Company Limited, Toronto. "The message you wish to convey through the medium of the printed word should possess just as pleasing a personality as the special representative you send out from the house. Whether that message be in the form of a catalogue, book-

PRINTER AND PUBLISHER will be pleased to receive examples of job work from you.

Run over the samples you have put aside — do it now and mail today. Thanks!

Printer & Publisher
153 University Avenue
Toronto

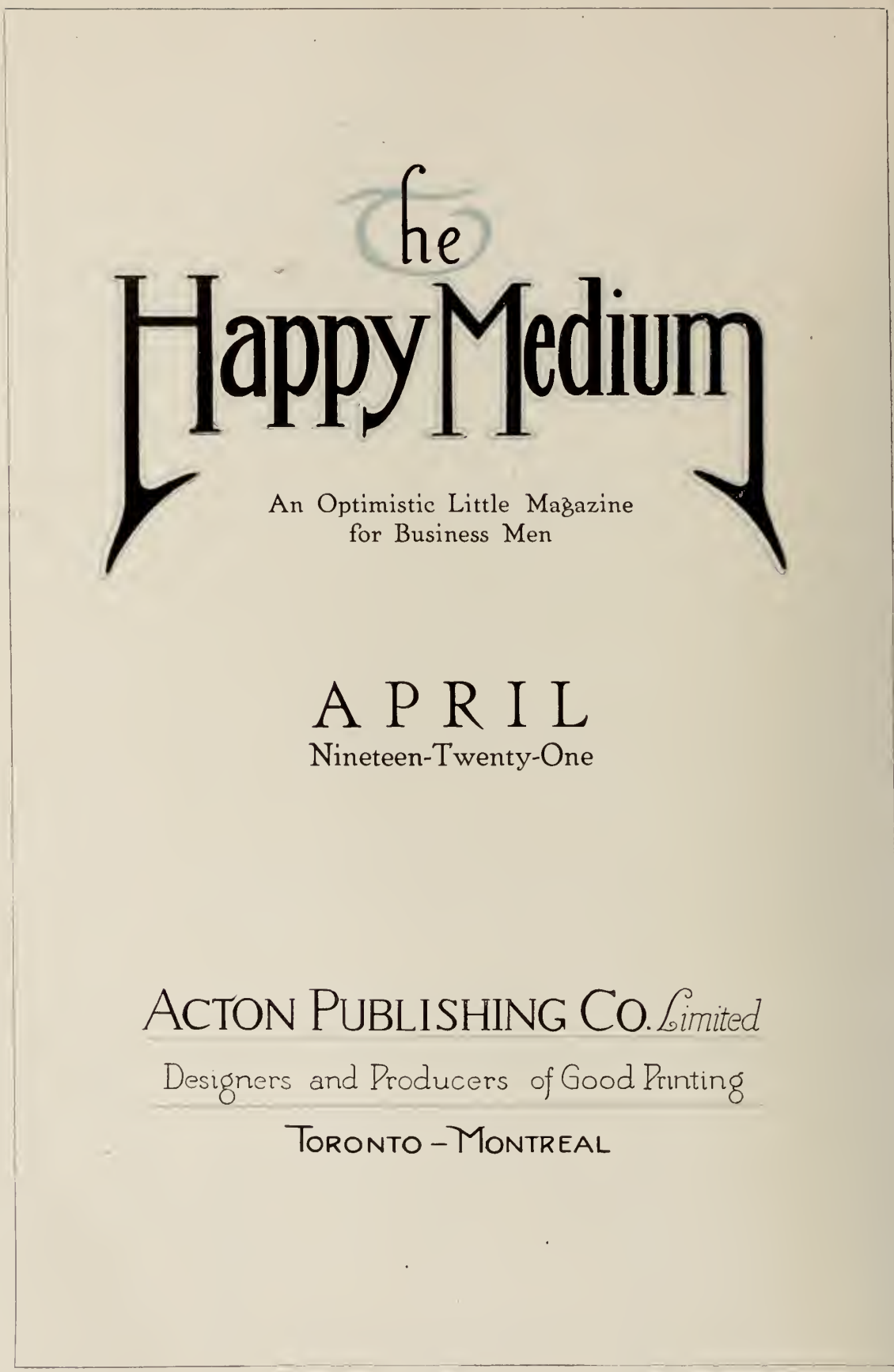


FIGURE 2.

The front cover of a new and splendid house organ issued last month by the head office of the Acton Publishing Co., Limited, Toronto. The original appeared in dark blue and red inks on white stock.

let, folder, or piece of mailing literature, it should have at least three characteristics—clearness, forcefulness, attractiveness. It should make your prospect say to himself: "This is a real pleasure to read."

These words will be found on the inside of the back cover of the house organ which has just made its debut in the interest of the Acton Publishing Company. The reproduction shown in this department is the front cover. The new house organ is an attractively printed and lively-looking publication from beginning to end and contains a lot of instructive as well as entertaining reading matter. It is one of those publications which is quite sure to bring forth many exclamations of admiration from recipients, such as "This is a real pleasure to read."

This is not all from the house of Acton. Simultaneously with the appearance of "The Happy Medium" there was issued a beautifully printed twenty-page booklet called "A Picture Story of the Plant of the Acton Publishing Company." It is 11 x 7¼ and contains but few words. To have said any more than what the booklet contains would have been superfluous. The pictures take the reader through the Acton plant and tell the story of the business in supremely eloquent style. The cover stock is corded-mauve and upon it is presented the firm's name and trade mark in an embossed gold hand-lettered effect.

The inside pages are in white-pebbled paper, a rich looking stock that shows off the highly ornate border printed in a mauve tint to match the cover and fly leaves. The halftone illustrations are in appropriate dark colored ink and beneath each one there is but four lines of explanatory matter in 10-point Caslon with a 30-point Caslon initial in red. The leaves and cover are held together with a silk cord.

The booklet is a masterpiece, a distinct credit to Canadian craftsmanship, and *Printer and Publisher* hopes to be able to arrange with the Acton Publishing Company to reproduce some pages from it in a future issue.

Chocolate
Layer Cake
1 cup granulated sugar.
⅓ cup "Easifirst."
2 eggs.
2 cups of flour.
½ cup of milk.
2 teaspoonfuls of baking powder.
1 teaspoonful of salt.
½ teaspoonful of vanilla.
Cream "Easifirst" and sugar, then add eggs well beaten. Add milk alternately with flour mixed and sifted with the salt and baking powder; turn into two floured layer cake tins and bake in a moderately hot oven twenty minutes.
ICING
½ teaspoonful of "Easifirst."
½ cup milk—hot.
1½ cups sugar—icing.
1 square unsweetened chocolate.
½ teaspoonful of salt.
Heat milk, chocolate and "Easifirst" until chocolate is dissolved. Add sugar until thick enough to spread on cake. Use this also for the filling.

FIGURE 3.

Four-page advertising folder produced by Welch & Quest, printers, Toronto. The original appeared in greyish-green and black inks on white coated stock.

FIGURE 3.—Produced by Welch & Quest, printers, 2065 Dundas St., Toronto, a firm of progressive printers. The location of this printing office is some three miles from the centre of the city but it is fortunate in being in a hive of industry. Numerous prospective customers in the shape of stores and large manufacturers are in the vicinity. While this printing office is not conspicuous for its large capacity it is growing. The proprietors go after the big firms for business and have secured a number of them for customers. Included in the list is the firm of Gunns Limited, whose products are well-known and widely distributed. The job reproduced here is a sample of the work put out for this firm by Welch & Quest. It is a four page folder in black and light greyish-green ink, which appears very attractive on a back-ground of white stock.

Printer and Publisher has secured from Welch & Quest several other fine examples of modern printing, some of which will be shown in a future issue.

FIGURE 4.—Produced by Brigdens Limited, printers and engravers, Toronto. There are presented here two inside pages of a six-page double mailing folder, giving publicity to Camp Ahmek, conducted for boys by Mr. Taylor Stratton, of Y. M. C. A. fame.

The front page is in three colors, black, light blue and green, illustrating camp life in alluring style. A feature of this work is seen in the stock and appropriate color presentation, which can hardly be given full justice in a reproduction on these pages. Two colors only have been used for the inside pages—black for the text and a special green ink to match the stock for the illustrations. The stock is called Italian Fabriano No. 1 shade, deckle edge, hand made. This stock is of a peculiar, rich tan color bearing a suggestion of greenish hue. With green ink, such as the Brigden artists selected a splendid effect is secured. This work in fact makes it clear that where there is a desire for producing outstanding work at a moderate cost, careful selection of cover and inks to match is of prime importance. The tendency of to-day is to avoid violent contrasts and give preference to subdued harmonies in the selection of cover stock and inks.

FIGURE 5.—Produced by E.L. Young, *Star* office, Hartney, Manitoba. The preference of good printers to-day leans toward the use of lower-case in preference to capitals. For very good reasons! Lower case is easier to read; the words are more readily grasped, and the job that has lower-case type for its foundation is more inviting to the eye. Yet there are many jobs coming from the hands of good printers in which capitals form the main portion of the type—good jobs, too, proving that typography is not an exact science and that exceptions may be taken to rules. The front page of the program reproduced here, though set entirely in capitals, is good in all essential features.

CAMP AHMEK in Algonquin Park is beautifully situated on a sandy bay on Canoe Lake about two hundred miles north of Toronto. This great Government Park Reserve with its fifteen hundred lakes and rivers, and forests teeming with wild life, satisfies that "lure of the wild" which is strong in every normal boy. It is a paradise of virgin wilderness. The lake breezes sweeping these four thousand square miles are impregnated with health-giving fragrance filtered through thousands of acres of pine and balsam. There are no poisonous snakes in the region, and as the altitude is over seventeen hundred feet, hay fever is unknown.

Camping has become a recognized necessity in the all-round education of a boy. Nature has many lessons which books and schoolrooms cannot teach. Camp Ahmek has definite objectives and ideals towards which every phase of camp life is directed. These objectives are:—

Health Giving, Joy Achievement,
Nature Acquaintance, Leadership Training,
Wholesome Fun, Altruistic Service
Social Adjustment, Religious Worship,
Self-reliance, Character Making.

Everything contributing to the attainment of these objectives is included in the camp program. A summer spent by him in a camp with such a purposeful goal will be equivalent to a winter spent in school.

FIGURE 4.

Two inside pages of a very attractive six-page, double mailing folder produced by Brigden's Limited, printers and engravers, Toronto.

Leadership is a matter of prime importance. Each leader must be resourceful, unselfish and possessed of an abundant patience. His decision of "yes" must mean "yes" and his "no" mean "no;" and his spirit of justice tempered with friendship. A sane optimism coupled with a genuine love of outdoor life is essential to ensure respect and confidence. Virile, red-blooded and gentlemanly, his desire should be to expend his best efforts in developing the character of the boys with whom he lives during their impressionable period of development.

Boys are influenced more by example than by precept, and realizing this, great care has been taken to find men who measure up to their opportunities as well as to their responsibilities.

Mr. Taylor Statten, the Camp Director, for the past sixteen years has devoted himself to Boys' Work. He has associated with him Mr. Frank Wood of Toronto, an outstanding leader of boys. Mr. Wood for seven years was identified with Camp Couchiching. Before going Overseas with the Royal Air Force, he was Boys' Work Secretary at Brantford and later at Toronto Central Y.M.C.A. In 1914-1915 he won the Canadian Swimming Championship, and is a Silver Medallist and Honorary Instructor of the Royal Life Saving Society.

A rich-looking tan handmade Italian cover stock was used in the original printing and the illustrations were run in a specially prepared ink of much the same cast, producing a beautiful effect.

It would have been easier to read in lower-case, but this is a factor not of first importance in a job of this nature, because it bears no particular advertising idea. As it appears it is pleasing in its arrangement and bears evidence of being handled by a man who knows how to set type to the best advantage whether he chooses "all caps" or caps and lower case for any job he may have in hand. Too many jobs are sprawled over the page. This set-up possesses comely contour, made possible by concentration of the various parts.

FIGURE 6.—Produced by the Espie Printing Co., Toronto. A strong letterhead and envelope corner to match, which Mr. Espie, the proprietor, assures us reflects the class of work he is equipped to turn out. Both are all-plate productions and they help to put still another idea across—that the Espie Printing Co. not only takes care of plain type printing but is equal to the production of engraved work when necessary, notwithstanding the fact that an engraving plant is no part of this firm's equipment. As a matter of fact this shop is turning out a considerable amount of work in which engravings are incorporated. The letterhead and envelope corner are attractive as well as strong and have received the approval of many knowing printers.

There is no section of Canada which can rightfully claim a monopoly of high-class printing. We see fine work being produced at Vancouver, Winnipeg, Toronto, Montreal, Halifax and at a number of intervening points. A lot of fine work is turned out at Halifax, and in holding up the reputation of the east coast the Royal Print and Litho Limited is probably second to none. From this office we have just received an exceptionally fine catalog printed for the Christie Trunk and Bag Co., Limited, Amherst, Nova Scotia. The catalog is 72 pages, 10″ x 6¾″, rectangular shape. The grey onyx cover shows up to good advantage by virtue of drawn design symbolic of the sea or the coast where the Christie Company holds forth. The cover is printed in gold and black, the gold being attractively pronounced. One ink, black, is used on the inside pages, which are white coated. The halftone cuts of the trunks and bags are well arranged and carefully printed. White space is a feature, the typography, likewise the dearth of rules, consequently the cuts and reading matter stand out in neat relief.

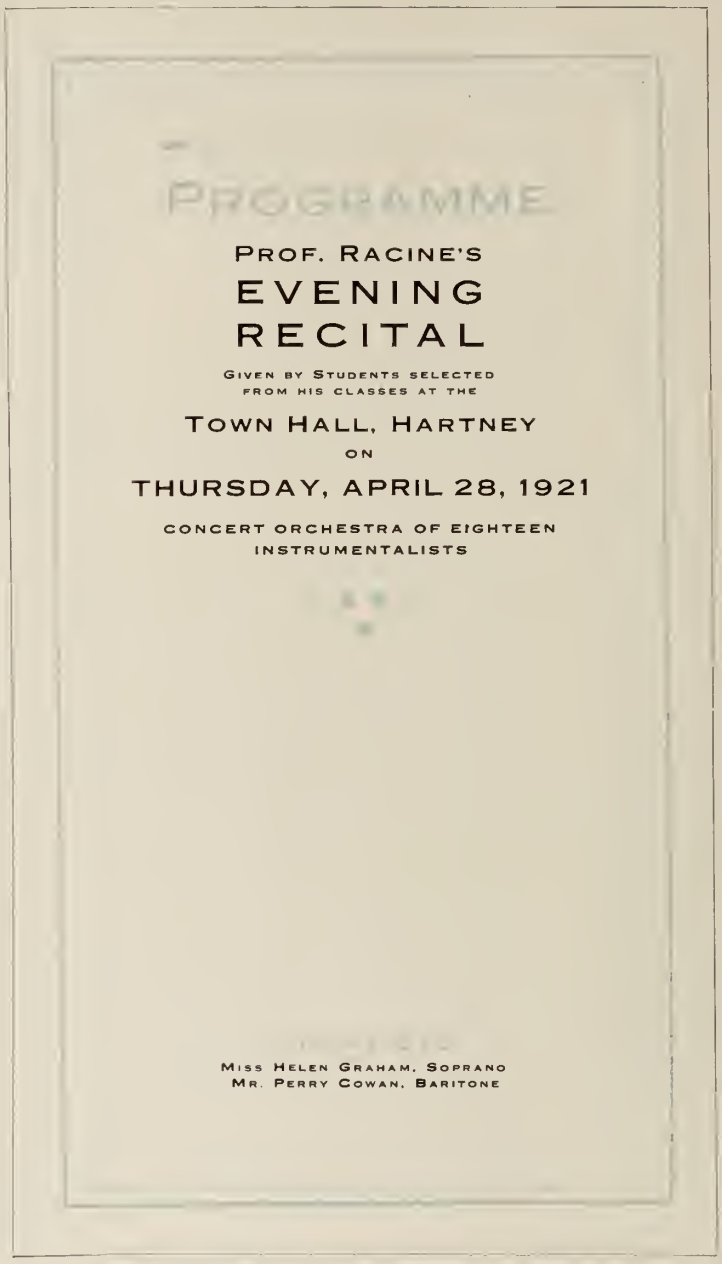


FIGURE 5.

Specimen of work from the Star office, Hartney, Man. Here is an occasion where capital letters have been skilfully handled. Only one color was employed in the original setting.

Service Emphasized

Julien Wetzel, head of the Keystone Press, of Indianapolis, is of the opinion that the time has come in the printing industry when the master printer should think more about the quality of service he renders his customer than the size of the order. He says the demand now from virtually all of the patrons of the print shop is the maximum efficiency at a minimum cost. In this he believes the printer should spend some time thinking how he should advise the customer how this is possible.

One piece of advice that should be given, in Mr. Wetzel's opinion, is regarding sizes. He says the printer should show the customer just the size he should use to save paper. He says folders for direct mail advertising should not be too large or too small, but there are many attractive sizes which can be used that will cause no paper loss at all. He says the customer should be told why a colored border is more expensive because of the extra work involved and should, if necessary, be shown such work in process. He believes in warning the customer about extra thin paper and about having work done on a diagonal form. He says the average layman does not realize that such work as mentioned involve a lot of extra time, and when the bill has been sent, he has a faint suspicion that he has been overcharged.

He believes master printers themselves should have some understanding about colors. During the past few weeks he has been experimenting with different colors, both as to attractiveness and as to legibility Recently one of the trade publications published a list of twelve combinations of colors according to desirability both as to catchiness and as to legibility. The first was black on yellow, which his experiments have shown to be good. Green on white, the second choice, he says, should be much farther down the list. Blue on white, the third, he believes should be probably second. His opinion of the others is about as follows: White on blue, poor; black on white, should be either first or second; yellow on black, good; white on red, about rightly placed; white on green, very poor; white on black should be up the list farther; red on yellow should be fifth; green on red should be avoided entirely, and red on green is properly placed, which is last.

Recipe for Advertising Success

The best recipe for advertising success is: To a good measure of high-grade merchandise add an equal amount of hard cash. Allow this to set until your nerve rises, then add as much printers' ink as it will stand. If your "dough" begins to fall, use glue freely, for if you don't stick your efforts are a failure. —*Niagariana.*

FIGURE 6.

"Too strong" you may say for a letterhead and envelope corner, yet it is as attractive as it is powerful, according to some qualified observers. It is entirely engraved, and light and dark blue inks are used in the original specimen.

RESET JOB SPECIMENS

IN THE past month *Printer and Publisher* has received specimens of work from printers in widely separated sections of Canada. One from Indian Head, Saskatchewan; one from Hartney, Manitoba; another from Haileybury, Ontario, and a fourth from Twilingate, Newfoundland. In the April issue examples of work were shown from Vancouver, all of which is more than gratifying to the *Printer and Publisher* staff as it gives definite evidence of the interest taken in the paper by the craft from coast to coast.

The sample of work from Indian Head was submitted for criticism by the Indian Head *News*. The sample from Haileybury was submitted for the same purpose from the office of the *Haileyburian*. Both jobs are reproduced here and accompanying them appear reset productions of the two jobs, as no doubt the reset idea presents the most easily understood, as well as the most interesting form of criticism. And it is worthy of special note that the resetting has been done by the students of the Toronto Technical School Printing Department. The jobs were set at the school under the supervision of Mr. Walter H. Handley, instructor of the printing classes.

The students, we understand, were not supplied with the original specimens. The copy was written from the originals by Mr. Handley and handed to the students in manuscript form. That they have handled them to good advantage can be seen at a glance. Both reset jobs reflect the modern idea in displaying type and are a credit to the students and their instructor.

The Job From Indian Head

FIG. 1 and 2.—That the typography of the program of the Indian Head Agricultural Society could be improved is made very apparent by a glance at the reset production—namely Figure 2. In resetting the job some very noticeable changes have been made in the lines selected for display. The name of the society has been given chief prominence and the words "Program for 1921" subdued. No curved lines have been employed as in the original setting, a practice that is shunned by close students of modern typography.

The advantage of curves is doubtful—their main fault however, lies in the time consumed in setting them properly, and in the difficulty in locking the job up securely for the press.

The original size of the job was 6½" x 3¼" and its colors red and blue, on a light blue stock. The outside border and "Program for 1921" was in red. The borders are placed too close together and no doubt the appearance would be improved by placing the two-point rule on the inside. The use of periods to square up a measure is not good practice, either, as seen in the original production. The reset overcomes these faults and in every respect presents a more artistic arrangement.

The Job From Haileybury

FIG. 3 and 4.—The Haileybury prize list, is no doubt overdisplayed. Too many features cry for attention.

The Indian Head Agricultural Society

PROGRAM

.FOR 1921.

Seed Drilling Competition
Plowing Match, June 9
Summer Exhibition, July 28
Summerfallow Competition
Standing Field Competition
Standing Field and Threshed Grain Competition in Marquis Wheat
Better Farming Competition

Community Welfare-Better Homes-Better Farms

OFFICE OF THE SECRETARY
INDIAN HEAD, SASKATCHEWAN

FIGURE 1.
Submitted for criticism.

THE INDIAN HEAD AGRICULTURAL SOCIETY

PROGRAMME
for 1921

Seed Drilling Competition : Plowing Match, June 9
Summer Exhibition, July 28 : Summerfallow Competition : Standing Field Competition
Standing Field and Threshold Grain Competition in Marquis Wheat
Better Farming Competition

∞

COMMUNITY WELFARE
BETTER HOMES
BETTER FARMS

∞

OFFICE OF THE SECRETARY
INDIAN HEAD, SASK.

FIGURE 2.
Showing the reset.

and somewhat of a confusion has resulted. The tendency to bring out too great a number of points is one of the pitfalls of the compositor. To avoid the tendency to overdisplay a job the compositor should sketch a skeleton plan of the job in hand with pencil and paper. He should plan to give an abundance of white space and at the same time he should reduce the number of parts to a minimum. When he commences the job he should aim to follow his plan, making only those changes which appear to be necessary. This method promotes speed as well as good results. Thus we have the secret, to a great extent, of the success attending the efforts of the technical school students in setting the jobs herewith presented.

Don't Be Too Previous in Cutting Prices

THERE is keen competition in the job printing field to-day in some sections of the country—keen after a fashion. For instance, a job printer, of Toronto, tells of recently losing a number of jobs because a competitor was willing to do the work for two or three dollars less. The jobs were for buyers of printing who were regarded as regular customers of the first printer, and who were never inclined in former times to seriously question the price. Investigation proved more printers were bidding for each job and some of them were inclined to bid extremely low.

Since there is never any likelihood of job printers overcharging for work—not in this age and generation at least—let us hope no plague of price cutting will interfere with steady progress witnessed in the past few years toward establishing a basis for reasonable returns for capital invested.

A recent message to the printers of America by William J. Eynon, president of the United Typothetae of America, may be timely quoted, apropos of conditions in the printing industry.

While wholesale prices of general commodities have been continually dropping, and retail prices have started in the same direction, there is little in the economic situation at present that will permit the lowering of the price of printing.

Composite figures of hour costs gathered by the Research Department of the United Typothetae of America still show increases in costs in nearly all departments.

A further increase in costs is apt to follow any slackening in the volume of business because the decrease in expenses does not occur as rapidly as the decrease in productive hours, and the overhead scarcely diminishes at all.

Prices for printing have not at any time advanced proportionately to the extent that paper has, and whatever reductions the printer may make to his customer because of reduced cost of paper, no reduction in printing prices would be warranted with the present costs of printing. In considering the constant question from customers—"Why doesn't the cost of printing come down when everything else seems to be coming down?" the above explanation, which should be given freely to the customer, should suffice.

Safety lies in this process of slow adjustment, and the printer must, in his own interests and those of his industry, be guided by this general principle in meeting the situation at the present time.

Cutting prices to keep up volume, if indeed it does not obliterate profits, demoralizes the business, does nobody any good and sets a precedent which the customer may use against the printer later on. However quiet business may be in certain sections of the country, there is no doubt in my mind that before the year 1921 is nearly finished there will be a great revival in business of all kinds, and especially in the printing business.

Large advertisers and many other buyers of printing are concertedly "putting on a poor mouth" to get prices of printing down. Reduced prices will be a precedent later and hard to combat.

It will be time enough to reduce printing prices when economic conditions shall warrant such reductions.

Prize List—Nineteen Twenty-One

Haileybury Horticultural Society

Thirteenth Annual Exhibition of Flowers, Fruit and Vegetables. ¶ First Annual Show of Needlework, Cooking and Canned Exhibits, under the auspices of the Women's Auxiliary of the Haileybury Horticultural Society will be held on

Wednesday and Thursday, August 24-25

AT HAILEYBURY

OFFICERS

HON. PRESIDENT, P. A. CORBOLD — 1ST VICE-PRES., G. BAILEY
PRESIDENT, - JUDGE HAYWARD — 2ND VICE-PRES., MRS. S. NORFOLK
SEC-TREAS. AND MANAGING DIRECTOR, J. N. WHITE

DIRECTORS

MESSRS. W. JOY, W. MCCREADY, J. MASON, H. E. BLACKWELL, J. SEARS, J. HOMEWOOD, W. RICE, R. WHORLEY, P. A DERRY, MRS. H. G. PICKARD

Exhibition will be open: Wednesday 1 to 9 p.m. Thursday 10 a.m. to 9 p.m.

FIGURE 3.
Submitted for criticism.

PRIZE LIST, 1921

Haileybury Horticultural Society

THIRTEENTH ANNUAL EXHIBITION
of
Flowers, Fruit and Vegetables

FIRST ANNUAL SHOW OF
Needlework, Cooking and Canned Exhibits
under the auspices of the
WOMEN'S AUXILIARY of the
Haileybury Horticultural Society
will be held on

WEDNESDAY AND THURSDAY
AUGUST 24-25 AT HAILEYBURY

OFFICERS

Hon. President ... ... P A. Cobbold
President ... ... Judge Hayward
1st Vice President ... ... G Bailey
2nd Vice President ... ... Mrs. S Norfolk
Sec'y.-Treas. and Managing Director . ... J. N. White

DIRECTORS

Messrs. W. Joy, W. McCready, J. Mason, H. E. Blackwell, J Sears, J. Homewood, W. Rice, R. Whorley, P. A. Derry, Mrs. H. G. Pickard

Exhibition will be open: Wednesday 4 to 9 p.m. Thursday 10 a.m. to 9 p.m.

FIGURE 4.
Showing the reset.

THE OVERDISPLAYED AD.

THERE is an old saying among printers that "all display means no display." We have this maxim forcefully illustrated in the accompanying advertisement, designated Figure 1. In the majority of well displayed advertisements there is one item that stands out prominently above all others. It is either bigger or bolder than the rest of the advertisement. This is the main display line. It stands out by virtue of contrast. This is the generally approved method nowadays of displaying the general run of advertisements, a method born of experience of competent observers.

Compositors often err by setting their lines too nearly the same size in an attempt to feature a number of items. Consequently little or no contrast is obtained and the effect of the advertisement is minimized. Contrast in type sizes is usually essential in advertisement display of the kind under discussion. It is one of the prime elements at the disposal of the compositor for putting a punch into his work. And it promotes legibility, balance, shape and the other elements that combine to produce good typography.

It is true that one line stands out above all others in the reproduction shown as Figure 1—that is the firm name at the top. An attempt to bring out a half dozen items prominently in the space below has, however, resulted in nothing standing out with telling effect. This too is inimical to neatness.

The advertisement was submitted to *Printer and Publisher* for criticism and we are told the advertiser requested the largest type possible. This is an order common to the town printer, which he is apt to take too seriously. "How would you set it?" says the correspondent to *Printer and Publisher*. The answer is found in Figure 2. This is one way it could have been set at least. One item has been displayed more prominently than the others. Yet by virtue of contrast, and the introduction of a panel nothing is lost and a far more attractive advertisement is the result.

No doubt the advertiser will insert the same kind of copy on frequent occasions. Such being the case the main display line should be changed and prominence given to some other item.

If it so happens that an advertisement of this character is but to run once and the advertiser regards all lines as being equal in importance, best possible results may be secured by adhering to one type family (preferable in any case) even though pressure of peculiar circumstances make it necessary to display a number of lines. This is preferable to mixing a number of conflicting type styles as shown in Figure 1.

There will come a day, we venture to say, when the publisher will not be dictated to by the advertiser as he is to-day in many cases. That is to say he will not accept advertising which tends to spoil the appearance of his paper. Even now there are several publishers in the field who will not print an advertisement which fails to conform to the typographical standards of their publications.

Limitations are not only put upon type styles. The illustrations are also subject to the scrutiny of a specialist. Reverse plates and black, postery type is taboo, and the advertiser must submit to the rules of the office in respect to the use of type for body matter as well as border arrangements.

The publishers who are in a position to assume such an arbitrary attitude are few, as yet, mainly for the fact that uniformity in style, as much as it is desired, is not appreciated by the general run of advertisers.

It does not follow that standardization of this kind need produce monotonous repetition of display. Plenty of variety is still possible, but violent and eye-offending contrasts are curtailed, resulting in the whole publication presenting a neat, well-ordered appearance. In such a publication there is no danger of a small black, or ill-arranged advertisement killing the effect of the more artistic display placed in its proximity.

A. E. HICKMAN CO. LTD
Agents for FIRE & MARINE INSURANCE
EXPORTERS OF
FISH & FISH PRODUCTS
IMPORTERS OF All Kinds of
Provisions, Groceries and Ship's Stores
AGENTS FOR
MARINE ENGINES, MOTOR OILS & ENGINE PARTS
DEALERS IN
Stationary Engines, Mill Saws & Outfits, Motor Trucks
Special Brands of
GOOD IMPORTED TOBACCO

FIGURE 1.
Submitted for criticism.

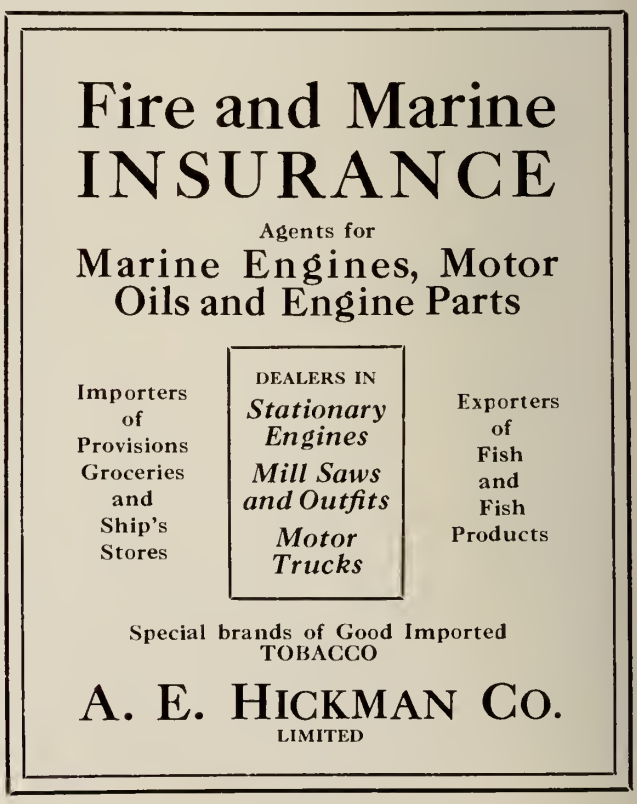


FIGURE 1.
Showing the reset.

THE PERSONAL SIDE OF IT

We'd Like to Get Items for These Columns

Ontario

Trayton Blaber, for 25 years manager of the National Electrotype and Stereotype Co., died at his home, 249 Concord Avenue, Toronto.

T. B. Costain, associate editor of the *Saturday Evening Post*, and Mrs. Costain, were in Toronto for a few days. Mr. Costain was formerly editor of *MacLean's Magazine*.

F. Hapwood, for some time on the staff of the Vancouver *Sun*, has entered the advertising and publicity field in Vancouver founding the Pacific Coast Newspaper Syndicate and Publicity Bureau.

The Ingersoll *Chronicle* is now being issued as a daily paper again. N. A. Willoughby is publishing the paper now, having conducted it as a weekly for some time. He was overseas with the 161st Batt.

The annual meeting of the Canadian National Newspapers and Periodicals Association will be held on Thursday, June 9th. Further information regarding the programme will be furnished as soon as the details are arranged.

At the annual meeting of Ritchie and Ramsay, Limited, held in April, the following officers of the company were elected: F. A. Ritchie, president; C. N. Ramsay, vice-president; J. M. Findlay, secretary and treasurer; Geo. W. Pauline, assistant managing director.

J. R. Hurst, who has just started a paper in Clarksburg, in writing to *Printer and Publisher* says:—"I enjoy your journal very much, in fact the article from C. P. Doughty was worth the subscription price alone. Having worked with C. P., I know him to be a first class printer and also a 'mighty good head.'"

With the removal of the St. Catharines *Evening Journal* plant to Niagara Falls, N.Y., where it is to be used to publish an Italian newspaper, went the last hope of a new paper for St. Catharines. The plant was purchased last summer by speculators for $7,500, but was not moved up to now because no purchaser showed up.

Newspaper men, job printers and penpushers from the counties of Hastings, Lennox and Addington and Prince Edward gathered at the Chamber of Commerce building at Belleville, here to hold the annual meeting of the Bay of Quinte Press Association. Election of officers resulted as follows:—President, A. H. Watson; Vice-President, H. W. Sabine; Secretary-Treasurer, A. E. Calnan. Members of the Executive —C. C. Young, D. H. Morrison and E. S. Bennett. E. Roy Sayles, of Toronto, was present and spoke along business lines.

The Inland Daily Press Association, an organization of newspaper publishers from thirteen States in the Middle West, has arranged tentative plans for a tour of Canada next summer by members as the guests of the Canadian Government. The tour, which will occupy from two to four weeks, will start at Winnipeg, extend to the Pacific coast, and terminate again at Winnipeg. Final arrangements will be made on May 17th. A. L. Miller, publisher of the Battle Creek, Mich., *News*, was named chairman of a committee to co-operate with the Canadian Government in arranging the trip.

Meaford *Express*:—Mr. Frank Patterson, who has been in the employ of the Walkerton *Herald Times* for the past couple of years, has returned to Meaford and will take charge of the *Mirror*. Mr. Roy Hearst goes to Clarksburg, where he will start a newspaper to meet the requirements of the village. Being a first-class mechanic, Mr. Hearst will no doubt give a good account of himself. As for Mr. Patterson we welcome him back to his native town and feel that the friendly relations between the Meaford newspapers will not suffer in the least with him at the helm.

Daniel Rose, representing the master printers, and Andrew Gerrard, of Local 91 (Toronto), International Typographical Union, visited Ottawa to press for the retention in the Copyright Bill of certain clauses to which United Statees' publishers are objecting. The feature of the bill to which United States' publishers take exception is the clause which compels them to obtain Canadian copyright two weeks after a work has been published in the United States. In the event of their failing to do so, Canadian publishers may apply for licenses to the Canadian Government to print and publish the book for circulation in this country.

Toronto *Globe*:—Deciding that Canada is too big to be written about by people who stay at home in Toronto a party of four, an author, an editor and two artists—Mr. Arthur Stringer, Mr. J. Vernon Mackenzie (*MacLean's Magazine*), Mr. H. Weston Taylor and Mr. W. V. Chambers—have gone to the coast, and will travel to the Peace River country in search of material. En route they stop off at Winnipeg, for the organization of the Manitoba branch of the Canadian Authors' Association, where they will meet Mr. Murray Gibbon, who has already gone West, and will also stop at Edmonton for the formation of the Alberta branch of the association.

J. F. Reid (Mackenzie) is asking the House of Commons to adopt a resolution condemning any attempt to control the press of Canada through manipulation of advertising. The resolution follows: "That in the opinion of this house the organized scheme of certain parties, interested in maintaining the customs tariff, including what is known as the Murray Bureau, Toronto, the manager of which was formerly employed by the Canadian Manufacturers' Association, to influence the editorial opinions of the press by withholding or withdrawing advertising, is contrary to the national interest; and this house condemns any such movement against the freedom of the press of Canada."

Charles James Bowell, president and manager of the Intelligencer Printing and Publishing House, Limited, passed away at Belleville, after an illness of some duration. For some time it had been felt that it was only his undaunted courage that kept him alive, and that the malady would prove fatal. Even while ill he continued the management of the *Intelligencer* and the commercial printing department. Mr. Bowell was one of the best-known figures in the Bay of Quinte district. He was a brilliant wit, and a man of a genial and kind heart. With his many sterling qualities of mind and heart may be mentioned his business acumen and integrity. His relations with his confreres in the newspaper profession were always of the most cordial nature. By the staff of the *Intelligencer*, with which he had been identified the greater part of his life, he was held in the highest esteem and regard. He was a son of the late Sir Mackenzie Bowell, ex-Premier of Canada. The latter's connection with the publishing business as editor and proprietor of the *Intelligencer* led his son to take to the newspaper business. He was a native of Belleville, and was 54 years of age. He received his early education in Belleville and then studied at Upper Canada College and Stanstead College.

Alberta

The Peace River *Record* announces the following:—Mr. John MacLaren has severed his connection with the Peace River *Record*. In the reorganization, Mr. Charles W. Frederick resumes the position of editor and managing director, and Mr. Ernest E. Taylor becomes business manager. On June 1st the *Record* changes to eight pages, all home print.

The newspaper men of the district met at Wetaskiwin and organized District No. 3 of the Alberta Division of the Canadian Weekly Newspaper Association. Those present were: Messrs. F. W. Galbraith, Red Deer; C. B. Halpin, Lacombe; Geo. Gordon, Ponoka; A. R. Ennis, Leduc; A. W. McIntyre, Camrose; A. H. Liversidge, and V. C. French, Westaskiwin. The officers selected were V. C. French, president, and A. H. Liversidge, secretary. Several matters of vital interest to the trade were considered, and an enjoyable and profitable time was spent.

Saskatchewan

The printers and publishers of the weekly newspapers in the Carrot River Valley met on Monday evening, April 18, at the *Recorder* office, Tisdale, Sask., for the purpose of forming an association, to be known as "The Carrot River Valley Publishers' Association." The following officers were elected:

President, C. H. Ash, of the *Gazette*, Birch Hills; vice-president, A. R. Babington, the *Moon*, Melfort; secretary-treasurer, E. L. Hopkins, the *Echo*, Star City. The meeting proceeded to discuss many problems as affecting the publishers of the northern part of the province, and revise the price list as issued by the Saskatchewan Press Association to suit the needs of this district. The company were right royally entertained to a dainty lunch by Mr. and Mrs. A. Mallison at midnight after which the business of the meeting was continued until early in the morning.

Maritime

A. R. Whittemore, of the MacLean Pub. Co., was in Halifax during the month.

A Model L linotype has been installed in the office of the Yarmouth *Light*, Yarmouth, N.S.

A. E. Jennings, editor of the *Canadian Engineer*, Toronto, was in Halifax attending the Good Roads Convention.

Fred. C. Bowes, who is employed by the Royal Print and Litho. on their city directory, is at present on the sick list.

The *Morning Chronicle* and *Evening Echo*, Halifax, are conducting an automobile contest as a boost to their circulation.

Senator Farrel, proprietor of the *Advance*, Liverpool, N.S., had the misfortune to lose a brother, through death, during the past month.

The Sackville, N.B., *Post* have recently installed a Model L linotype, which they purchased through Chas. Shaw, of the Canadian Linotype Ltd.

W. H. Dennis, managing director of the Halifax *Herald* and *Evening Mail*, is the proud father of a bouncing baby daughter, that arrived early this month.

J. K. Kelleher, formerly business manager of the *Morning Chronicle*, Halifax, and recently a member of the Highways Commission, has retired from his position.

The Amherst *News*, Amherst, N.S., are equipping their linotypes with the Cutler-Hammer electric metal pots. It is understood that the *Tribune*, Sackville, N.B., are making a like installation.

Alex Hodgson, of the *Chronicle* staff, Halifax, died very suddenly and was buried on May 7th. Mr. Hodgson is survived by a brother, a retired printer, and two sons, one of whom is engaged at the trade.

Beginning with their issue of May 13th, the *Citizen*, Halifax labor paper, came out in the 8-column four page style, replacing the former style of six pages of six columns. They will in this change gain 20 inches.

Dr. J. D. Logan, of Halifax, has been elected as a Fellow of the Geological Society of Canada, founded in 1852. This honor was bestowed in recognition of Dr. Logan's part in the promotion of Canadian literature.

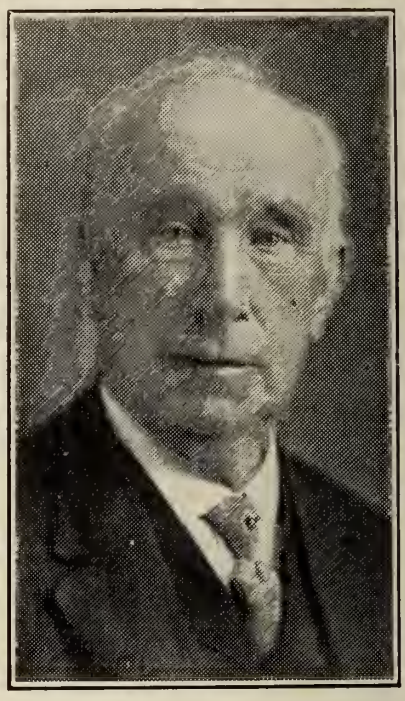
G. Fred Pearson, of the *Morning Chronicle*, Halifax, was the only Halifax representative attending the Canadian Daily Newspaper Association convention at Toronto. Mr. Pearson was elected chairman of the Maritime District.

Louis D. Clarke, who for many years conducted the Maritime Lithographic Company in St. John, until his retirement a few years ago, died at his home in that city on March 24th, at the age of eighty-three years. The late Mr. Clarke was born in Chester, N.S., and removed to St. John while a young man. During his years of active business life he was a prominent figure in the community and his passing was mourned by many friends. His wife, one daughter and one son, William C. Clarke, survive him.

The death of the late George A. Knodell which occurred recently at his home in St. John, N.B., marked the passing of the last of a group of four young men who established themselves in that city all of whom won substantial place for themselves in the community of their adoption. Mr. Knodell came to St. John about the same time as the late John V.—afterwards Senator—Ellis, the late Edward Willis and the late Louis D. Clarke. The three first named all had been apprentices in the same shop in Halifax and when they removed to St. John they all carried on the same line of work. Mr. Knodell continued in job printing and the two others branched out into the newspaper business, in which both won outstanding places. Mr. Knodell's and Mr. Clarke's careers were even more closely intertwined and travelled on closely paralleled lines. Both were natives of Nova Scotia and came to St. John about the same time, where they set up in business for themselves. Both were burned out in the great fire which swept St. John in 1877 and after Mr. Knodell had erected a new building, he shared the premises for many years with Mr. Clarke, and in the allied lines of printing and lithography their co-operation proved of mutual benefit. Another bond of friendship was found in their membership in the same church and they occupied adjoining pews in the old St. John's (Stone) church. The friendship which had been established in their early years continued until the last and when death summoned one, the call came for the other only four days later. To-day they lie at rest in the same cemetery.

ONE of the leading printers and publishers of the Maritime Provinces, and one who was esteemed not only for the reputation which he had earned in business circles, but also for the fineness of his private life and his self-sacrificing devotion to the public welfare, passed away in St. John on March 28, in the person of George A. Knodell.

The late Mr. Knodell was born in Halifax eighty-six years ago, but as a young man removed to St. John to continue his work as a printer. Mr. Knodell's first business venture in St. John was the formation of a partnership with the late William Wright, a son of the then advocate-general, and the establishment of a printery in Prince William street. Later on, Mr.



THE LATE GEORGE A. KNODELL

Knodell bought out his partner and purchased a property in Church street, to which he removed his business.

In the great fire of 1877, Mr. Knodell's building and plant were entirely destroyed, but he wasted little time in setting up a temporary office where the Dufferin Hotel now stands, while a new building was being erected for him in Church street, a building in which the business still is carried on. Until a year ago, Mr. Knodell continued as the active head of the business, but the weight of his years began to tell on him, and he retired, leaving the business in the hands of his son, William Knodell, who has been associated with him for many years. During his long years in active business, Mr. Knodell had prospered, and the wealth which came to him he was always ready to share with others.

Mr. Knodell took a keen interest in public affairs and for many years represented his ward in the common council in the days when the aldermanic system prevailed. In politics he was a Liberal and long served as chairman of the Liberal organization in his ward. In the councils of his party, his judgment was highly respected and on many occasions he was urged to offer for legislative honors, but always had declined. In other capacities, however, he was willing to serve and he was a member of

the first liquor commission in St. John, that appointed by the late Hon. A. G. Blair.

Among his many activities, he will be remembered best, perhaps, for his work on behalf of the Municipal Home. When the board was reorganized thirty years ago, he was appointed a member and soon afterwards became chairman, an office which he continued to fill until the time of his death. He made a careful study of the problems of the institution, was a frequent visitor and was familiar with all its affairs and did much to bring it to the high state of efficiency which it now enjoys. He brought to this task, not only sound business principles but also a kindly heart and deep sympathy for those whose hardships had brought them to the necessity of spending their last days in a public institution for the poor.

Mr. Knodell was a man of splendid physique and his tall form had not bowed under the weight of years. His carriage was marked by the dignity which well became him, and the kindliness which was his chief characteristic showed in his face and manner in a way which could not fail to inspire the confidence of those with whom he came in contact.

British Columbia

All aboard for Vancouver in June!

The Vanderhoof *Herald* recently notified a change in name. In future it will be known as the Nechako *Chronicle*.

The Kelowna *Record*, until recently issued by John Leathley, has been discontinued, Mr. Leathley still continuing a job printing office.

The Kelowna *Courier* is enlarging its premises by adding a business office, and will devote the whole of the present quarters to the work-room.

Walter Jordan, of the *Review*, Revelstoke, is this year's chairman of the committee handling the Dominion six day Chautauqua in that city next month.

The Vernon *News* recently added a Model B Intertype to their equipment, and are now wondering how they got along without this additional machine for so long.

Hanley & Brown is the name of a new printing firm to open up as a job printing plant at Penticton. Mr. Hanley was formerly with the Penticton *Herald* as foreman.

John Wallace, of the *Free Press*, Fernie, is one of the executive of the old timers association just organized in that city. He has been a resident of the town since 1899.

The *Kootenaian*, Kaslo, which was formerly a five column four page paper and all home print, is now issuing an eight page six column paper, of which six pages are "patent."

The Penticton *Herald* have made the announcement that they will issue twice a week commencing May 1st. They contemplate adding another machine to their equipment.

W. L. McTaggart, for several years fruit commissioner for the province of British Columbia, and later on the staff of the Vancouver *Province*, has assumed "ye editor's chair" of the Vernon *News* since the election of Mr. McKelvie to represent Yale.

Commencing this month the *Herald*, Penticton, will employ boys to deliver the semi-weekly *Herald* instead of using the post office for Penticton subscribers. The *Herald* is now selling at 10 cents a copy.

T. A. Love, of the *Gazette*, Grand Forks, won the town board of trade's $10, which was offered in a competition to secure a slogan for that community last month. Mr. Love's winner was "The Sunshine Valley."

Publishers in the Crow's Nest country have been asked by the divisional superintendent to spell out the name in full rather than using the convenient C.P.R., when referring in any way to the big transcontinental railway.

The 1921 session of the B.C. Division of the C.W.N.P.A. is called for June 7th, at the Vancouver Hotel, Vancouver. This conference is just two days prior to the opening of the C.W.N.P.A. meet in the same city next month.

The *Herald*, Penticton, announces the installation of a second linotype—a No. 14, at a cost of about $5,500. The *Herald* now claims to be second only to the *Daily News*, Nelson, in the matter of machine equipment, of all the interior newspapers.

The Vernon *News* has a "cattle king" on its pay-roll. Burt Campbell, machine operator with this firm for about ten years, is also a breeder of range and dairy cattle, having wintered over twenty head within five or six miles of Vernon, and enjoys the work every bit as much as he does holding down the Vernon *News* sit.

J. A. McKelvie, M.P., elected last November to represent the electoral district of Yale, B.C., has been editor of the Vernon *News* for over twenty years. Mr. MacKelvie had the honor of seconding and speaking to the motion in reply to the Speech from the Throne during the present session of the House at Ottawa.

All indications point to the biggest convention yet in Vancouver in June next. There is no doubt that the western members will show their appreciation of having this important convention by doing everything in their power to make this visit an interesting and enjoyable one for those who come from eastern points.

An improvement in business conditions is noticeable with the publishers of the Okanagan district since joining the U.T.A. and installing the standard cost system in their plants. Considerable missionary work had been done along this line before the advent of the U.T.A. by M. L. Jewell, manager last year of the Okanagan Press Guild.

A Creston, B.C., correspondent to the *Herald*, Lethbridge, Alta., states that the Creston board of trade publicity committee is working on a plan to give the prairie newspapermen returning from the convention at Vancouver next month a big spread of eats, the chief feature of which would be strawberries and cream, and also to present the touring editors with a crate of berries each. This of course, will only be possible if the editors are routed home via the Crow line, and are travelling by special train.

At a meeting of the executive of the B.C. Press Association last month, the executive's special committee had another conference with Attorney-General Farris re the compulsory advertising of municipal and school financial statements. Attention was also called to the fact that the B.C. *Gazette*, the official paper of the province, has not revised its legal advertising rates since 1906, much to the detriment of newspaper publishers who are looked to to charge the *Gazette* rates for all notices that must appear in both papers.

Edwin Jacobs, probably the best known mining writer in Western Canada outside the engineering profession, died in the Longfellow Hospital, Morenci, Ariz., on April 9 from cancer of the stomach, according to information given out in Spokane. He had been a resident of Arizona for three years. He was aged 59 years. For at least 20 years, Mr. Jacobs was known in mining and newspaper circles in British Columbia and for six years published the *B. C. Mining Record* in Victoria. In the early days in Grand Forks he was in the employ of the Granby Consolidated as bookkeeper. He was in the employ of the provincial government for a time, writing on topics related to mining. During the war he went to Ottawa in connection with the department of munitions. For many years Mr. Jacobs was secretary of the western branch of the Canadian Mining Institute. He was a native of the Old Country.

John Nelson, publisher of the Vancouver *World* newspaper, announces that ownership of the *World* has changed hands and that the paper will be published on and after Monday, May 2nd, by Charles Campbell of Vancouver. Mr. Nelson has been asked to remain in charge of the newspaper and has consented to do so for a short time. It is understood that the *World* will publish under the new ownership as an independent Liberal organ, the *Province* newspaper says, which is also authori y for the statement that the price basis of the deal is in the neighborhood of $300,000, and that some eastern Canadian financiers are associated in the purchase. Mr. Campbell is head of the Campbell Storage Company here. He has been secretary of the British Columbia Liberal Association for ten years, and is a member of the National Liberal Council of Canada. He is said to be a substantial shareholder in the Vancouver *Sun*, the morning paper here.

Newfoundland

The St. John's *Daily Star* has been censored on two occasions by the Newfoundland House of Assembly during the present session of Parliament.

The shareholders of the Evening Herald Ltd., have decided to wind up the company voluntarily, and Sir P. T. McGrath has been appointed liquidator.

Hon. W. F. Coaker, President Union Publishing Company, publishers *Fishermen's Advocate*, St. John's, who had been in Europe since the New Year, returned home the first week in April by way of New York and North Sydney.

Benjamin W. Keeping, a Newfoundlander, who has been twelve years in the composition department of the Boston *Transcript*, died on the 1st of April, at the age of 62 years.

Mr. Keeping learned the printing trade at Charlcttetown, Prince Edward Island, nearly fifty years ago.

The latest addition to Newfoundland newspapers is the St. John's *Times*, a weekly paper published at St. John's, Nfld., which made its first appearance on the 12th of March. It is edited by J. R. Smallwood, at one time on the reportorial staff of the St. John's *Evening Telegram*, and later on Canadian and United States papers.

Members of the Typographical Union at St. John's, Nfld., went out on strike on Monday, the 2nd May. The demand is for a 44-hour week and no reduction in the present scale. Al the St. John's daily papers except the *Telegram* are affected, the *Telegram* not being a union office. The union offices have been enjoying 48 hour week while some other offices still retain the 54 hour week.

A "Big Newfoundland Manufactured Goods" campaign has been inaugurated by the Newfoundland Manufacturers' Association, and contracts have been signed up for a three months' newspaper advertising. E. J. Salt is looking after the newspaper advertising matter. Committees have been appointed representative of various branches of manufacture, W. J. Herder being convenor of the Committee on Printing.

The *Western Star*, of Curling, Nfld., celebrated its majority the last week in March. Twenty-one years ago that paper made its first appearance on the 4th of April, being the pioneer paper in Western Newfoundland. A. L. Barrett, its present manager, has been connected with the paper in one capacity and another almost since its first issue. He has occupied his present position since the autumn of 1911, during which time the paper has been placed on a sound financial basis, paying substantial dividends to its owners and it is now under consideration to increase it in size and frequency.

Canadian paper manufacturers continue to miss considerable of the Newfoundland paper trade because of their failure to meet conditions advanced by United States manufacturers. Up to the present Canadian wood is being transported across the Dominion from the Province of Quebec to the Republic, manufactured into paper which is offered to the trade at a lower price even after making allowance for the high exchange than similar grades can be procured from Canadian houses. This is most regrettable, and it is hoped that some effort will be made by the Canadian manufacturers to meet the circumstances, for there is no doubt with all things equal the Newfoundland trade would prefer to purchase in Canada rather than in a country out of the Empire.

John W. Withers, King's Printer for Newfoundland and publisher of the Newfoundland *Royal Ga ette*, died at his home, at St. John's, Nfld. on the night of 28th March. Mr. Withers had been King's Printer since 1890, when he succeeded his father, being at that time chief clerk in the Colonial Secretary's office. Mr. Withers, who had well passed the three score years and ten, had been quite active in matters of Church and State up to within a few months of his demise. For some time he served as municipal commissioner of his native city. For many years he was organist at the Church of England cathedral. He was also a member of the executive of the Diocesan Synod of Newfoundland and also a director of the Church of England colleges at St. John's. He is survived by his wife and one daughter.

Another Publisher Getting Along

Unity, Sask., May 2nd, 1921.

Editor, *Printer and Publisher*—"Being a subscriber to your *Printer and Publisher*," writes Jas. Macdonald, of the Unity *Courier*, "I have from time to time read with interest articles on weekly newspapers, their subscription rates, advertising rates and also job work prices. Have also observed sketches of the life of some of those, and with a view of encouraging the securing of an advanced subscription rate I send under separate cover the three last copies of this publication. You will note the subscription price is $2.50 per year; single copies 10c. This has been in force since September, 1920, and has been put over very easily. The public were notified that the new price would be less than 5c per week, and surely a live weekly was worth 5c per week. This was the main selling argument. Pleased to say that only three subscribers out of 750 dropped the paper. Two of these have since returned to the fold, mainly on account of the insistence of their wives, said wives being held by the serial story which we were then running and which was at its most thrilling episode at that time. Now the new price is an accepted fact and is readily paid by all. Of course a new subscriber has to be provided with a chair to enable him to recover from the shock but he mostly pays up and leaves us feeling that he has been fortunate in securing such a bargain before any further advance in prices.

The rate was raised following a raise in advertising rates. The advertisers had been promised an eight page all home print paper if they came through. They got the best we could give them and it was so good that we felt that it was worth a lot more to the subscriber. We get it."

Mr. Macdonald, the editor of the Unity *Courier*, was born in Scotland many moons gone, about 43. Came to Canada 16 years ago. Was a pressman. Worked with Murray Co., Toronto, long enough to get sufficient money to come West. Was with the Regina *Leader* for three years under the best boss of the West, W. F. Kerr. Also some time in the old "West" office, *Standard*, also for a period. *Capital*, Saskatoon, then *Leader* once more. Then the Caxton Press, Regina. Then to farm or rather homestead. Sold out, bought Unity *Courier*, then a two-page, home-print, with two of ready print. Soon changed to 4 home, 4 ready. In spring of 1917 put in model 5 lino, Frank McMurray being the chap that did it, population of Unity being 350. Then made 4 page all home print paper. For four years ran 4, 6, or 8 page all home print and for long time all 8 page.

Have old Wharfedale cylinder, 6 column quarto, use folder, keep man and girl.

This covers the story of the plant and his business life. But wait a minute. He's married; 5 children, 3 boys, 2 girls.

Presbyterian, prohibitionist, provincial politics Independent, Federal politics, N.N.P.

Mr. Macdonald is of the opinion that the Saskatchewan Press Association is the most alert organization of its kind in Canada. The history of the activities of last year would make a splendid story. They put over some big things and it would help the craft to have their history related. The annual convention will be held at the Saskatchewan University, Saskatoon, on 2nd, 3rd and 4th June.

U. T. A. Suggest Selling Rates

At a meeting of District 16, U.T.A., held recently, the matter of selling rates, based on cost of production, was considered. The Standard Cost System was used for arriving at the figures. To these costs, for the purpose of arriving at selling rates, has been added the U.T.A. suggested percentage for profit. The rates follow:—

Hand Composition	$3.00 per hour
Linotype	3.50 per hour
Monotype, Keyboard	3.00 per hour
Monotype, Caster	3.00 per hour
Straight matter (over 10m. ems)	$1.25 per 1,000 ems
Tabular, 3 cols. (over 10m. ems)	1.80 per 1,000 ems
Tabular, 4 cols. or more (over 10m. ems)	2.50 per 1,000 ems
All matter under 10m. ems	Time basis
Job Press up to 10 x 15 inclusive	$1.75 per hour
Job Press up to 14 x 22 inclusive	2.20 "
Job Press, Mechanical Feed	2.75 "
Kellys, Automatics, etc.	3.00 "
Cylinders—Small	3.25 "
Cylinders—Medium	4.00 "
Cylinders—Large	5.00 "
Cutting Machine	2.50 "
Ruling Machine	2.75 "
Folding Machine	2.75 "
Men's—Hand	2.00 "
Girls'—Small Machine	1.65 "
Girls'—Hand	1.00 "

Stock—Material—Outside Work

The following rates for profits are considered equitable

Amounts less than $100.00 add	25%
$100.00 and less than $200.00 add	24%
$200.00 and less than $300.00 add	23%
$300.00 and less than $400.00 add	22%
$400.00 and less than $500.00 add	21%
$500.00 and over	20%

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The constant turnover of our rebuilt machinery is proof positive of the genuine manner in which we rebuild. Each machine goes out just like a new one—result, a satisfied customer. Write us your requirements, and we will show you what we can do.

No. 1572—Miehle Pony Press, bed 26x34.
No. 1568—Huber Two-Revolution, bed 39x53.
No. 1576—Babcock Standard Drum, bed 27x39.
No. 1577—Cottrell Paragon Drum, bed 26x35.
No. 1579—Whitlock Drum, bed 27x39.
No. 478—No. 11 Pearl Press, 7x11, with treadle and power fixtures.
No. 480—7x11 Gordon, with throw-off, treadle and power fixtures.
No. 493—7x11 Gordon, with treadle.
No. 466—10x15 Westman & Baker Gordon, with treadle and power fixtures.
No. 494—10x15 Westman & Baker Gordon, with power fixtures.
No. 487—10x15 Colts Armory.
No. 501—10x15 Westman & Baker Gordon, with treadle, power fixtures, balance weight. New Century Fountain and feed pin drawer.
No. 448—13x19 Colts Armory.
No. 1628—14x22 Universal.
No. 486—18x22 Caxton Platen.
No. 439—19" W. & B. Lever Cutter.
No. 488—26" Golding Lever Cutter.
No. 495—30" Peerless Gem Lever Cutter.
No. 497—19" W. & B. Lever Cutter.
No. 502—16" Challenge Lever Cutter.
No. 496—No. 3 Bench Embosser, new, a bargain.
No. 442—24" Rosback Perforator, treadle.
No. 471—Hansen Power Perforator.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

130 West Wellington Street, TORONTO

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

SPECIAL NOTICE TO SUBSCRIBERS

We have received some complaints from subscribers to the effect that "Printer and Publisher" is not being delivered. In almost every case investigation has shown that our friends have changed their addresses and have NOT notified us.

Let every subscriber look at the address on the label on this issue of "Printer and Publisher," and if it is not correct, please fill in and mail to us the following—

Name .....

Old Address .....

Change to

New Address .....

Occupation .....

Address "Printer and Publisher"
143 University Ave., Toronto, Ont.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

SITUATIONS VACANT

LINOTYPE OPERATOR—MUST BE FIRST-class and reliable; permanent position. Apply, mentioning Printer and Publisher, to Reformer Printing Co., Oshawa, Ont. (prp)

PRINTER WANTED AT ONCE—FOR JOB and advertisement work. State wages. Apply, mentioning Printer and Publisher, to the Gazette, Norwich, Ont. (prp)

LITHOGRAPHIC PRESSMAN — CAPABLE of producing best class of work on offset presses ; applications must contain full particulars regarding experience and same will be treated confidentially. Box 701, Printer and Publisher. (psp)

WANTED — ONE EXTRA LINOTYPE operator, who will devote part time to job composition. Apply, mentioning Printer and Publisher, stating experience and wages, to Review Office, Peterboro, Ont. (psp)

LINOTYPE OPERATOR WANTED TO SET 30,000 ; state wages and date available ; also an ad. compositor ; union ; no trouble. Box 702, Printer and Publisher. (psp)

LINOTYPE OPERATOR AT ONCE FOR Model Fourteen ; night shift, seven hours. Write, mentioning Printer and Publisher, to the Chronicle, Ingersoll. (psp)

PRINTERS WANTED—MACHINIST-OPERator and two floor men ; forty dollars and fifty cents ; forty-eight hours ; open shop. Vernon News, Vernon, B.C. (prp)

PRINTER — CAPABLE TAKING CHARGE country newspaper and job office ; one who understands machine preferred, not essential ; wire or write immediately, stating wages, etc., Palmerston Spectator. (prp)

WANTED — FIRST-CLASS FOREMAN make-up man for Western daily ; must be thoroughly capable and experienced ; forty-five a week ; transportation advanced ; able to come immediately. Wire, stating age and qualifications. The Sun, Brandon, Man. (psp)

WANTED — FIRST-CLASS ENGRAVER — Steel die and copper plate ; send samples. Stovel Company, Ltd., Winnipeg. (psp)

MAN WANTED—AT ONCE. MUST BE able to do all kinds of job work and advertisement setting for country weekly ; a man that can operate a number eight linotype preferred. Wire reply at once to Dresden Times. (pmp)

AGENTS WANTED

WANTED — AGENT WHO IS FAMILIAR with the printing trade to handle on commission basis best gold ink on the market. Exclusive territory to right party. Address E. C. Ballou, 359 West Broadway, New York City. (p5p)

BRIGHT REPRESENTATIVE WANTED IN every town and city ; need not devote entire time, but must be capable of dealing with best business people ; good side line for printing salesman, insurance or real estate man. Write, mentioning "Printer and Publisher," to Mr. Cutler, 61 West Richmond St., Toronto. (pmp)

YOUR DEPARTMENT OF SERVICE

Printer & Publisher

Classified Advertisement Section

143 University Ave., Toronto

Phone: Adelaide 5740

FOR SALE

FOR SALE—THE BEST EXCLUSIVE JOB printing office in Northern Ontario. An excellent opportunity for a practical printer who is not afraid of work. Job records, etc., open for inspection. Present owner has other less strenuous important business. Opportunities like this one are very rare. Particulars on application. Terms reasonable. The Reliable Printery, Haileybury, Ont. (p5p)

FOR SALE—MONOLINE MAGAZINE WITH quantity of 8 pt. mats and three different moulds, two blocks, 13 and 21 ems. All in fair condition. Could be used for repairs. First reasonable cash offer takes the lot. Apply Box 2521, Printer and Publisher. (p5p)

FOR SALE—COTTRELL DRUM CYLINDER Press in A1 condition. The Journal, St. Marys, Ont. (p5p)

FOR SALE—ONE MODEL K AND ONE NO. 5 Linotype, with three magazines, and three fonts of matrices, also quading or tabular attachment. Machines in good running order. One J. L. Morrison & Co. Paging Machine in good order with 2 sets of figures. One 28-inch foot power Round Hole Perforator. Apply to Review Printing Co., Peterboro, Ont. (p5p)

FOR SALE—AN OLD ESTABLISHED JOB printing and newspaper plant. In a thriving city of 14,000-16,000. Full particulars furnished. Apply Box No. 1521, Printer and Publisher. (p7p)

FOR SALE—ONE OPTIMUS PRESS, 28x41, in good condition. One Cox Duplex Press, 8 pages, 7 columns, with folder, in splendid condition. One No. 5 or one Model K linotype complete, thoroughly overhauled. Assortment of wood type, also splendid assortment of metal type for newspaper work. One foot power Paging Machine. For particulars apply to the Peterboro Review Co., Ltd., Peterboro. (p5p)

AUTOMATIC FEEDERS 10% TO 25% FASTer than hand feeding. The McCain attached to Dexter, Brown, Anderson, Hall or any other high-speed folder gives the printer maximum production. Write for detailed information, mentioning Printer and Publisher, to McCain Bros. Mfg. Co., 29 South Clinton St., Chicago, Illinois. (psp)

Brand New Machines For Sale

Low exchange delaying payment on following new machines purchased for export ; owners are willing to take loss for quick sale:

One No. 8 COTTRELL two-revolution four-roller press with delivery either side up ; bed 38x55 (new).

Two No. 12 COTTRELL ditto ; bed 47x65 (new)

One No. 8X COTTRELL two-revolution two-roller press, rear delivery ; bed 38x55 (new).

Settling of New York printers' strike last year left following new machinery on hands of Ohio printer. Will sell at a sacrifice.

One SHERIDAN Covering Machine, 9x12 (new).

One GULBERG & SMITH Gathering Machine, 15 box 9x12 inch (new).

One CHRISTENSEN Wire Stitcher Feeder with three Boston heads (new).

Send for List No. 12 of Surplus Printing Equipment

BAKER SALES CO.

200 Fifth Avenue New York

EQUIPMENT WANTED

WANTED — PERFORATOR, MUST BE IN good condition. State size, price and how long used. Apply Advertiser-Topic, Petrolia, Ont. (p5p)

WANTED — IMPOSING STONE, SIZE about 36x60, full particulars to Central Press Ltd., Regina, Sask. (p5p)

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. We will turn Debit into Credit. Publishers' Protective Association, Toronto. (ptfp)

OPPORTUNITIES

SALESMAN WANTED GOOD OPPORTUNity for a printer who wishes advancement to become associated with a firm dealing in all kinds of printing and publishing equipment. A real live man is wanted, one with initiative and force of character. Can make this a position that will mean splendid remuneration and successful future. Hurry. Send in application to-day. All enquiries confidential. Address Box 15421, Printer and Publisher. (prp)

WHY BE A MACHINE? MAKE THE MAchine do the work. Learn to operate the Monotype Keyboard. Free schools in Philadelphia, New York, Chicago and Toronto. Apply to the nearest city. Keyboard operators of ability are always in demand, where good wages, permanent positions and the best of working conditions are assured. Lanston Monotype Machine Company.

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220, Printer and Publisher, 143 University Ave., Toronto. (pufp)

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Write for detailed information. Sent by return mail. Write and right now. Box 703, Printer and Publisher. (pmp)

Are You Able to Turn Your Spare Hours into Dollars?

If not—and you are really trying to cash in on the spare moments you have—if you have made up your mind to sail in and actually increase your monthly income without hindering your regular work — you surely want to hear about this plan. Write for complete details to

Box 700
Printer & Publisher

GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

MACHINE BUILDERS LIMITED

738 ST. PAUL ST. WEST
MONTREAL

Importers and dealers in printing presses and paper box machinery to the allied trade. Rebuilt machinery lists and prices on application.

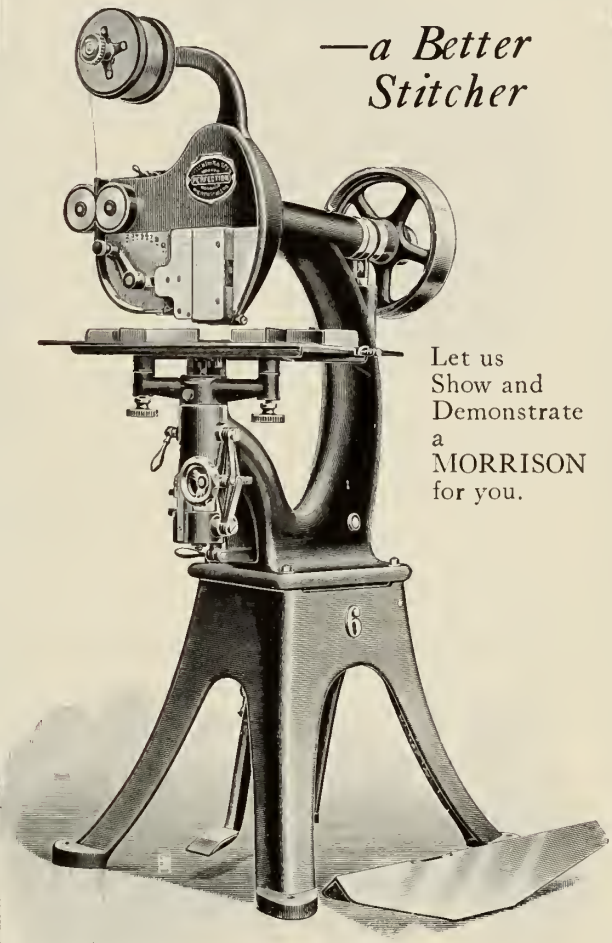
Service Guaranteed.

LET US KNOW YOUR REQUIREMENTS

J. F. McGUIRE,
Manager

THE MORRISON "PERFECTION"

—a Better Stitcher



Let us Show and Demonstrate a MORRISON for you.

FOR thirty years the J. L. Morrison Company has been striving to build a better and better stitcher. The Morrison "Perfection" stitcher of to-day leads the world. Note the following points of extra usefulness obtainable only in the "Perfection": Gives a positive feed—simple of adjustment—ease and speed in changing wire and threading—only one place for inserting wire—wire cannot kink—feed automatically adjusts itself to any size wire—holds and grips wire while being cut.

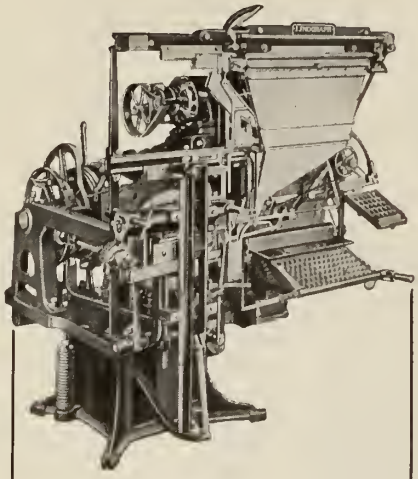
Send for Catalogue

THE J. L. MORRISON CO.

Bookbinders', Printers', Litho' and Box Makers' Machinery

445-447 KING STREET WEST
TORONTO, ONT.

Buy the Right Machine!



THE LINOGRAPH WAY IS THE EASIEST WAY

Important Points to Consider

YOU WANT perfect slugs, perfect printing surface, perfect alignment of characters.

YOU WANT the least possible mechanical troubles.

YOU WANT the least possible repair bills.

YOU WANT a slug-casting machine that produces slugs with low quad lines so that you need not worry about smutting while you print.

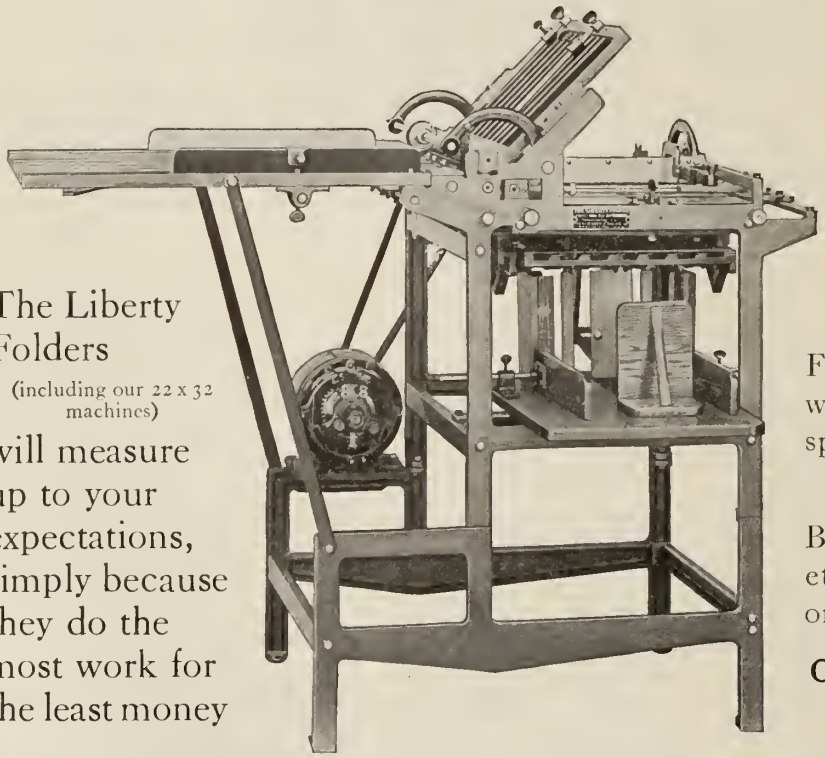
YOU WANT the machine that will do these things and many more with the least possible loss of time and the greatest possible efficiency.

You Want a LINOGRAPH

Write to-day for more particulars.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S.A.



The Liberty Folders
(including our 22 x 32 machines)
will measure up to your expectations, simply because they do the most work for the least money

The Liberty
Model No. 90

(Three Folds)
Range, 5½x6 to 16x22

For quick, economic service, without the usual delays and spoilage.

Handles Letters, Circulars, Briefs, Booklets, Pamphlets, etc., in 4, 6, 8, 12 or 16 pages, one or more on, at the rate of

One Completely Folded Sheet per Second.

THE LIBERTY FOLDER CO., SIDNEY, OHIO, U.S.A.

Originators of Simple Folders **Agencies in all the Principal Canadian Cities**

HERCULEAN COVER

ONE of the best known and longest-established cover papers in America. Strength combined with superior printing, folding and embossing qualities, and eleven beautiful colors have made Herculean a recognized leader in its field for over fourteen years.

Two Sizes and Two Weights—20x26—65 and 100
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Four Finishes:
Antique, Ripple, Hand Made, and Linen.

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You Get **"SERVICE"** *Unexcelled*

By any other department in your business by using your "Envelope Department"

TORONTO ENVELOPE CO., LIMITED
119 Adelaide Street West - Toronto, Ont.

The ONLY Envelope Manufacturers to the
TRADE ONLY

Wilson-Munroe Co., Limited
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Imitation Leathers

We are pleased to intimate that we have been appointed Sole Canadian Selling Agents for the well-known *O'Bannon* Line of Superior Leather Substitutes. These are without doubt the finest imitation leathers on the market.

We Can Quote Mill Prices

SAMPLES AND QUOTATION ON REQUEST

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

The
Reliance Engraving Co.
Makers of
Perfect Printing Plates

Cor. Edward St. & Centre Avenue
Toronto

RELIANCE ENGRAVING TORONTO

Telephone Adelaide. 4094
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Your Vacation

Once a year you get "the fever" and get out

the old "fishin' tackle" and polish up the whole layout. Something is going to happen this year that should change your plans for your vacation. You can "fish for fish" most any time, but this Summer you will have an opportunity to fish for knowledge.

Plan now to spend your vacation in Chicago,

the great summer playground, where you may enjoy the great "out-of-doors." Miles of bathing beaches, thousands of acres of parks, numerous golf courses provide all the pleasure necessary.

At the GRAPHIC ARTS EXPOSITION

and Second Annual Convention *of the*
International Association of Printing House Craftsmen

to be held in the COLISEUM, July 23 to 30, you will have an opportunity to

FISH FOR KNOWLEDGE

You owe it to yourself to attend the Exposition

JULY 23 *to* 30, 1921

at the

COLISEUM

Reduced round trip fares on all railroads

Chicago Club *of* Printing House Craftsmen

660 TRANSPORTATION BUILDING
CHICAGO

The Don Valley Paper Co. Limited
TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

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Jackdaw Student's Note Books

Now in Stock

Snappy Springs

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Order Early

A 100% Satisfaction Note Book

W. V. Dawson, Limited
Montreal Toronto

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

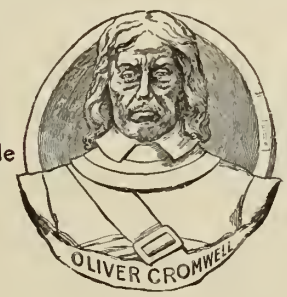
You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade 

Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Federal Paper Co., Montreal, Que.

The Cromwell Paper Co.

Department P.P. **Jasper Place, Chicago, U.S.A.**

TO GET OUT A BETTER PAPER

G. R. Shibley, in Palmerston Spectator

The type in this week's "Spectator" was set by our new typesetting machine. In order to give Palmerston and vicinity a better newspaper we have installed this fine machine at great expense, and with new equipment it will be our earnest effort to put out a better paper than before. This machine is the latest and one of the most up-to-date machines on the market of its kind. It has about 15,000 parts that work together automatically. This machine is manufactured by the Intertype Corporation, of Brooklyn, N.Y., and Messrs. Miller & Richard, 7 Jordan St., Toronto, are the sole Canadian agents.

LUCKETT'S STERLING LINE

MADE IN CANADA

QUALITY AND VALUE

Construction of Sectional Post Transfers

METAL—Best quality material nicely formed and accurately fitted. Posts are riveted in over our special collar that gives strength not found in ordinary binders.

CANVAS—We use 8-oz. close woven, double thread Army Duck, Canadian wove. It is without question the best material that is used for Loose Leaf binding. It cannot be had from the ordinary bookbinders' supply houses. Let us send you a sample to prove its value.

BOARDS—Heavy, well-seasoned, close-pressed Binder's Board; not the ordinary light, soft, pasted board.

In fact, all materials are the highest quality and we insist on high-grade workmanship.

Send us your next order; specify "Style GE." We will guarantee the quality and the price. WE SELL TO THE TRADE ONLY.

LUCKETT LOOSE LEAF, LIMITED
545-549 KING ST. WEST TORONTO, ONT.

Letterpress and Lithographic Presses manufactured by Linotype and Machinery Limited at Altrincham, England

TWO- REVOLUTION PRESS. This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work. It is correctly designed and is built of perfect material by skilled engineers. This press may therefore be run continuously year in and year out, and will continue to produce work of the best quality. Amongst the features of this press are pneumatic buffers, automatic cylinder check (operating cylinder and ink supply at the same time from one pedal), and improved type-bed reversing mechanism. It is also fitted with improved printed-side up rack delivery, jogging-up apparatus, circular cutter with dust box, cylinder brush and sight feed lubricators. It is built in six sizes, as follows:—

Machine No.	Size of Sheet	Size of Bed	Size of Type Matter
000000	46″ x 66″	52¾″ x 68″	44″ x 64″
0000	42″ x 61″	49″ x 62″	40″ x 58″
00	42″ x 55″	49″ x 56″	40″ x 52″
1	36″ x 52″	43¼″ x 53″	34½″ x 49″
3	32″ x 45″	38¼″ x 46″	30″ x 42″
4	26″ x 39½″	31¼″ x 41″	24″ x 27″

THE CENTURETTE. This two-revolution press has a wide reputation for the excellence of its book and job printing. Its high speed (it is built to run at the rate of 3,000 impressions per hour) has enabled printers to take full advantage of automatic feeders. It is solidly built, its design is simple and effective, its working parts are few and easily adjustable, and ductor, cylinder, and bed are readily accessible. It is built in one size only, taking a sheet 24″ x 37″.

OFFSET. The printed sheets are delivered face up on a table clear of the machine at a convenient height for examination. The plate cylinder is of large diameter, which facilitates perfect inking, damping, and manipulation of the plate. The damping mechanism is placed below the plate cylinder, so that splashing of water does not affect any other part of the machine. A combination mechanism automatically trips the impression cylinder, inking rollers, ink ductor, and water-ductor rollers. It is built in three sizes, as follows:—

Machine No.	Size of Sheet	Size of Design
No. 1	37½″ x 52″	37″ x 52″
No. 2	33½″ x 45½″	33″ x 45½″
No. 4	25″ x 37″	24½″ x 37″

TWO-COLOUR OFFSET One of the recent additions to the list of machines manufactured at Altrincham Works. At present built in one size, taking a sheet 35″ x 48″. Other sizes are in preparation.

LITHO ROTARY. This "direct" litho press produces the finest colour lithography. Included in its special features are simplicity of adjustment, ease of control, and free accessibility to all parts. It is made in the following sizes:—

Machine No.	Size of Sheet	Size of Design
No. 0	47″ x 64″	46″ x 63″
No. 1	44″ x 64″	43″ x 63″
No. 2	35″ x 48″	34″ x 47″
No. 3	32″ x 42″	31″ x 41″

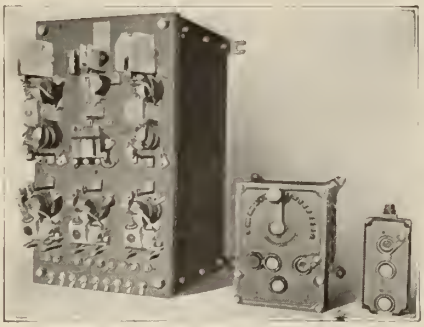
FULL PARTICULARS OF THESE LETTERPRESS AND LITHOGRAPHIC MACHINES CAN BE OBTAINED FROM

LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

68 TEMPERANCE STREET, TORONTO

Used by the Best Known Printers



D.C. Universal Controller Equipment

CLINE-WESTINGHOUSE MOTORS CONTROLLERS

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

Yes! The LEE Press fills the bill!

JOHN W. EEDY, of the St. Marys Journal, asks in the April issue of *Printer and Publisher*.

" . . . is there to-day a press that will take care of the bulk of the job work, in addition to the newspaper, in the average town weekly office?"

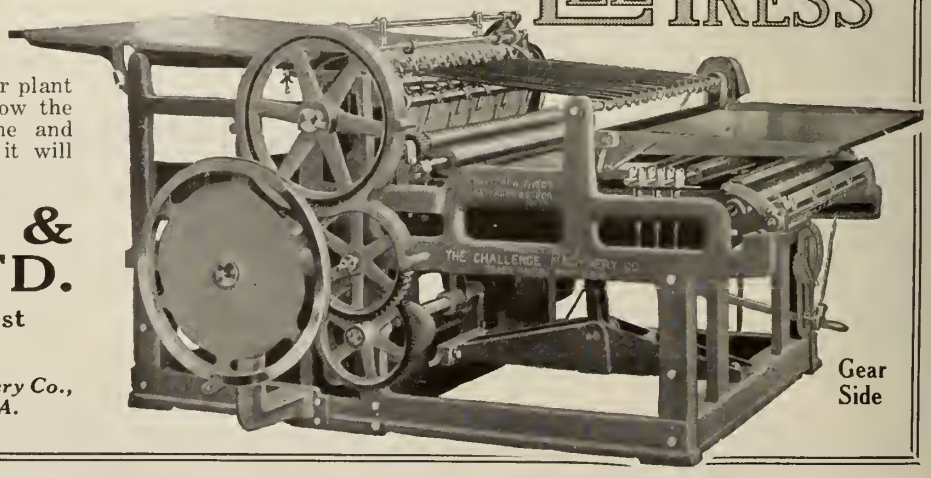
This important question can be earnestly and positively answered in the affirmative—the answer is found in the LEE Two-Revolution Press. The LEE Press will print anything from letter heads to voters' lists, in addition to multicolor work, as well as a seven-column newspaper, in fact any work that a two-roller press is expected to do—and it will produce the finest of work.

The LEE Press takes a sheet 24″x36″. The paper with a sheet measuring 36x48 will necessarily have to be cut in half, and two pages run at a time. This means an hour or two extra time for the run, but this is easily regained after the paper is run off, as the press is then ready for all classes of work.

Another feature of the LEE Press! You purchase it at about half the price of any other high-class pony press and it will earn more money in proportion to the amount invested than any two-revolution pony press on the market. It is just as fast, more capable and unapproached in simplicity and economy in operation.

LEE TWO-REVOLUTION PRESS

Tell us of the conditions in your plant and we will in turn tell you how the LEE Press can save you time and expense—in other words, how it will make money for you.

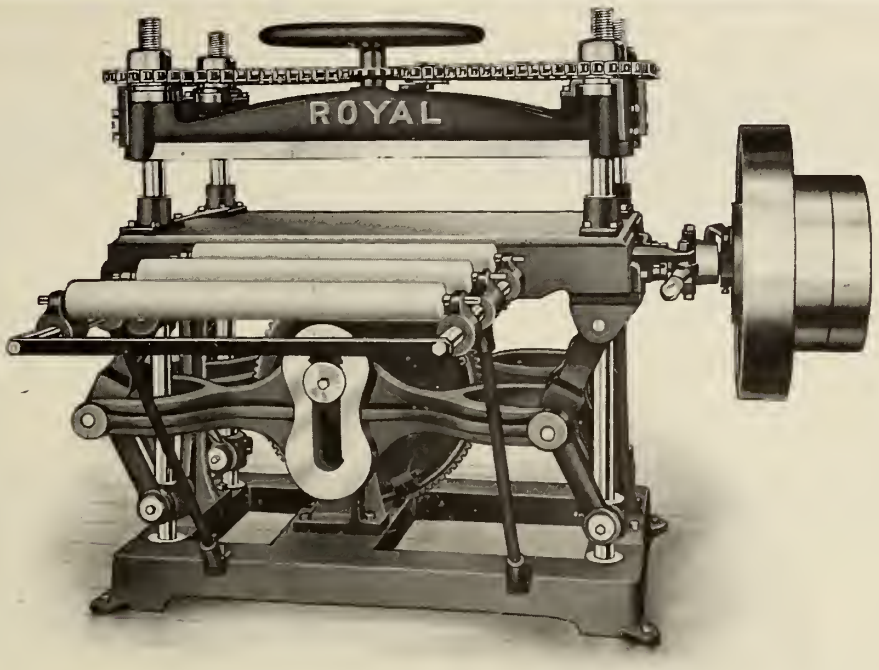


Gear Side

WESTMAN & BAKER LTD.

165 Adelaide Street West
TORONTO

Mfd. by The Challenge Machinery Co., Grand Haven, Mich., U.S.A.



The two illustrations on this page, show the wide variation possible in photo-engraving.

The above mechanical subject has all the richness of deep shadow, blending delicately into the soft lights of a perfect photographic reproduction.

Below is a high-light half-tone made from a pencil sketch, when properly executed by the engraver. The high-light process makes it possible to attain a result only equal in offset or photo gravure.

Pressmen welcome such plates for they at once equal the engraver's proof without any makeready.

The beauty of a wash drawing, pencil or charcoal sketch is faithfully reproduced, retaining all the delicate washes and accidental values of the original drawing.

The demand for this type of engraving is greater every day. If those who are so often disappointed in the blurs or smudge they have paid for, as a reproduction of their copy, would give this method a trial, the additional cost would be many times overbalanced by the improvement.

This progressive firm is at all times ready to co-operate with advertisers wishing to put their goods before the public in the most efficient manner.

THE NATIONAL PHOTO-ENGRAVING CO.

ENGRAVERS DESIGNERS RETOUCHERS

411 ST. JAMES ST., MONTREAL, QUE.

In answering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

Mill No. 2—Camberwell

Established 1810

Jones'
Patent Non-Curling Gummed Paper

Absolute Satisfaction

THAT'S the kind of satisfaction you are sure to get when you use Jones' Patent Non-Curling Gummed papers. Then why use the curly sort? Over one hundred years' experience has taught us how!

Send Us Your Enquiries for

Gummed Paper **Gummed Tape**
Flint Glazed Paper
Marble Paper **Leather Paper**
Stay Paper
Fancy Papers **Sealing Machines**

Prompt Service on All Orders.

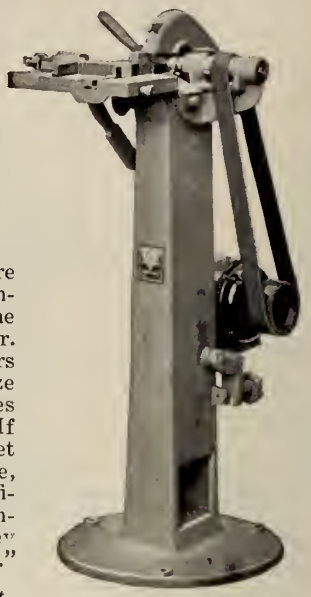
Samuel Jones & Co.
LIMITED

Bridewell Place
London, E.C. 4, England

MILLS:
CAMBERWELL, ENG.
NEWARK, N.J., U.S.A.

Most Economical Tool for the Composing Room

C & G TRIM-MITER



"Our saw problems are at an end," says an enthusiastic user of the C & G Trimmiter. "Progressive printers will surely recognize the many advantages the saw possesses. If they are in the market for the most versatile, most flexible, most efficient and accurate composing room saw they will choose the C & G."

You need this cost-cutter. It's moderately priced. Investigate!

Machine on demonstration at

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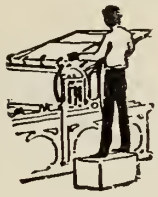

Foreman: "What's wrong with your ink, Charley? This job isn't up to the standard by a long way."

Pressman: "I know it; just opened a tin of the new ink, and that's the result. It is useless for a good class of work."

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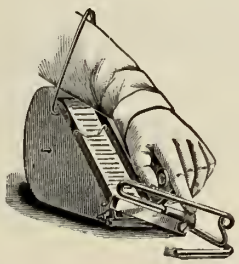

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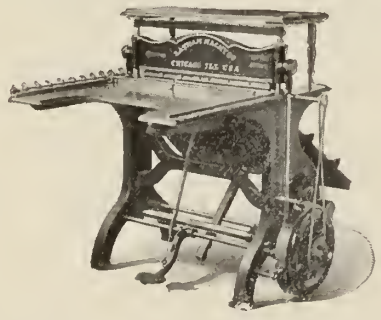

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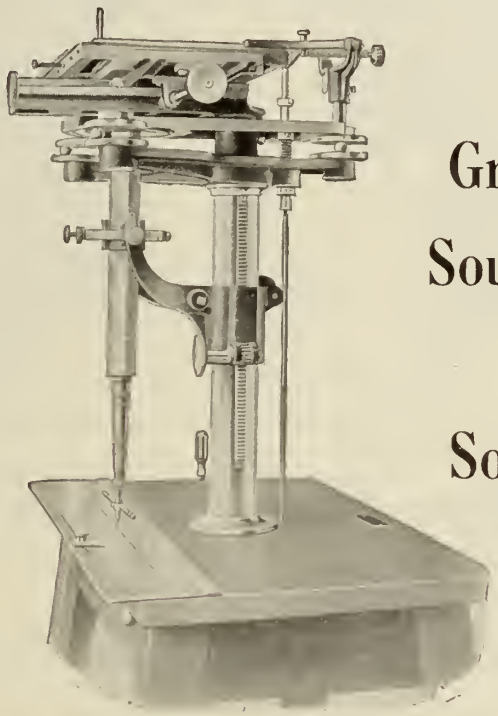

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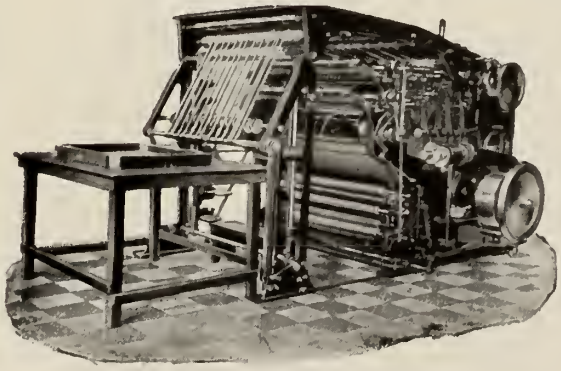

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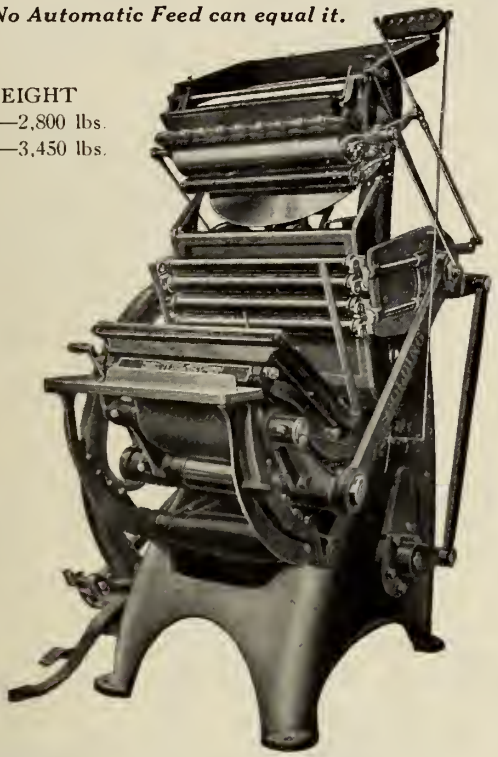

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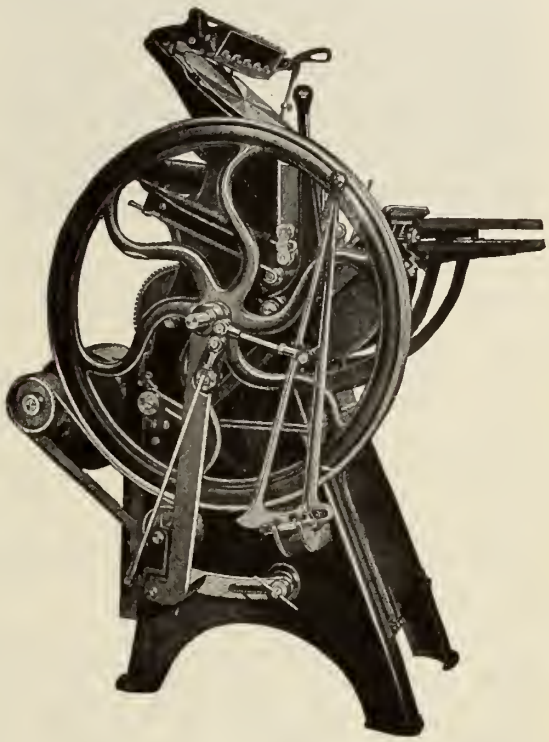

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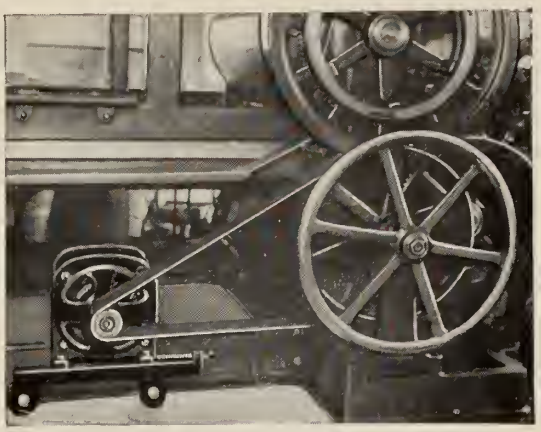

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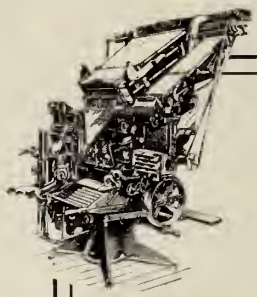

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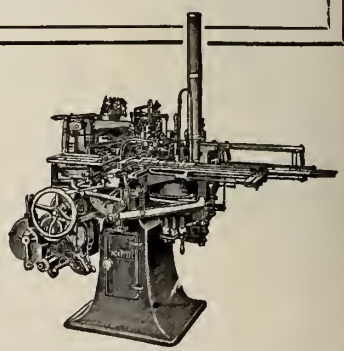

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Logan, H. J., Toronto.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

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(See also CUTTING MACHINES)

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Christensen Machine Co., Racine, Wis.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Kallstrom, J., New York City.
Liberty Folder Co., Sydney, Ohio.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Luckett Loose Co., Toronto.

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(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
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Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Westman & Baker Limited, Toronto.

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Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
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Publishers' Protective Association, Toronto.

EFFICIENCY EXPERT
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Toronto Electrotype & Stereotype Co., Toronto.

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The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

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Canada Metal Co., Limited, Toronto.
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Golding Mfg. Co., Franklin, Mass.
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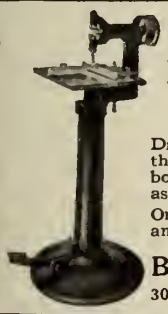

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Great Western Smelting & Refining Co., Vancouver, B.C.
Stephenson, Blake & Co., Toronto.
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Goes Lithographing Co., Chicago, Ill.

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Rev. Robert Dick Estate, Buffalo, N.Y.

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Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
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Buyers' Guide

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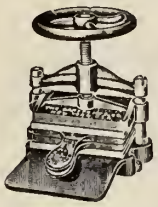

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Reclaiming Department
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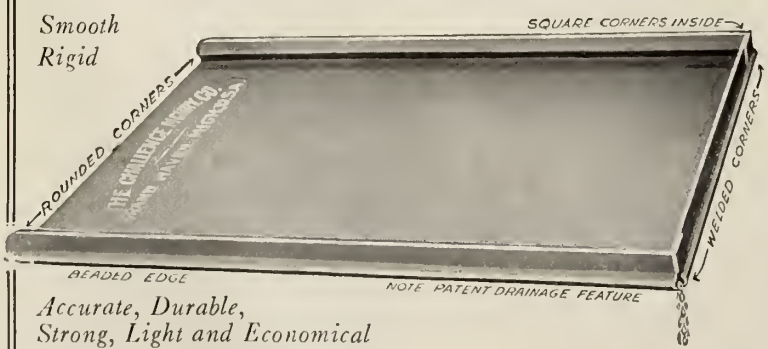

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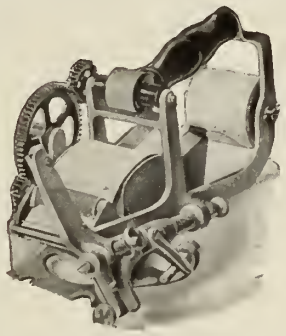

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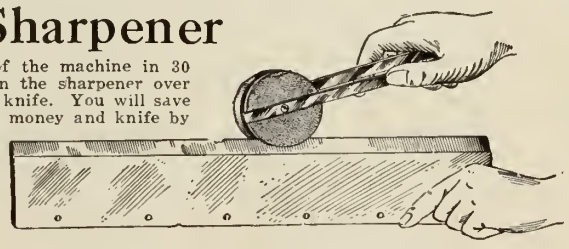

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HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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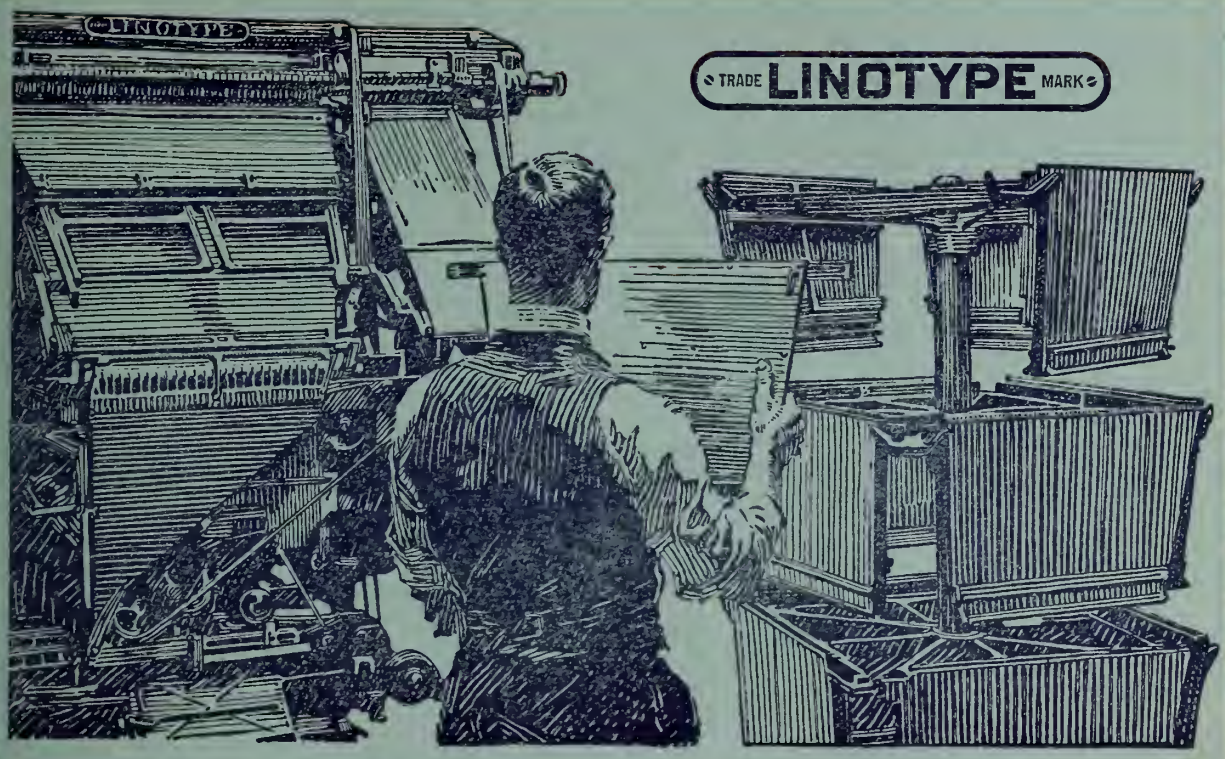

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Volume 30, Number 5

June
ISSUE

Toronto, Canada, 1921

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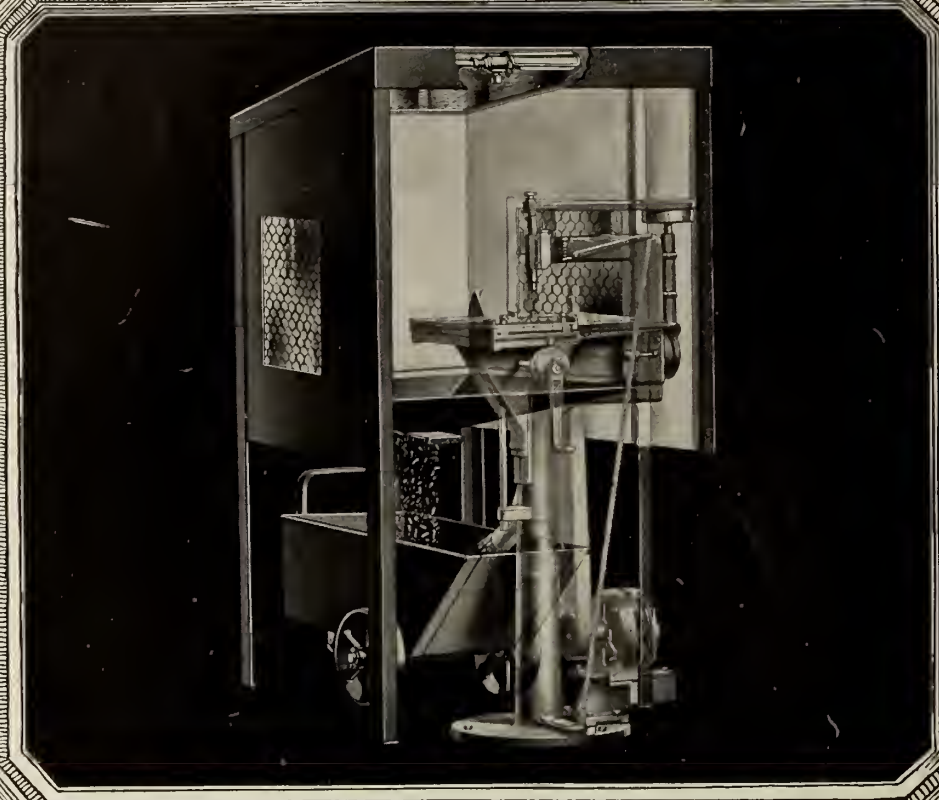

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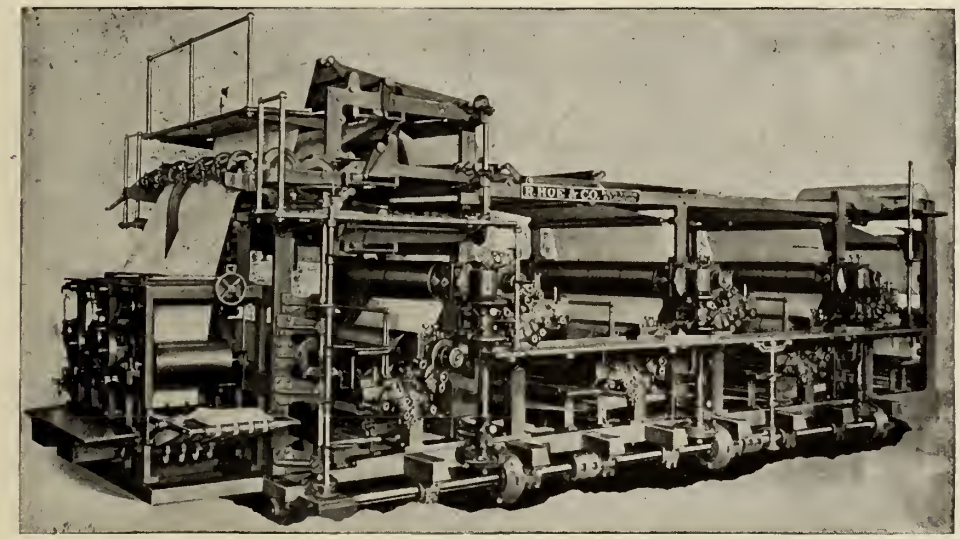

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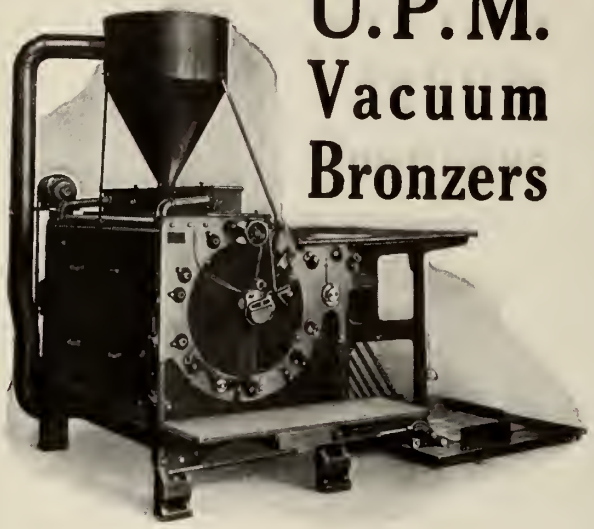

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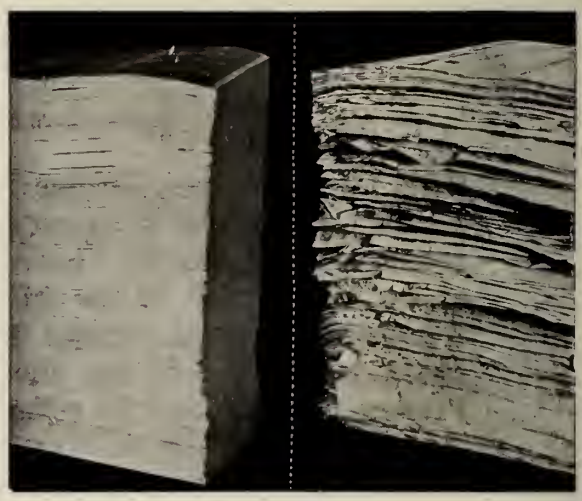

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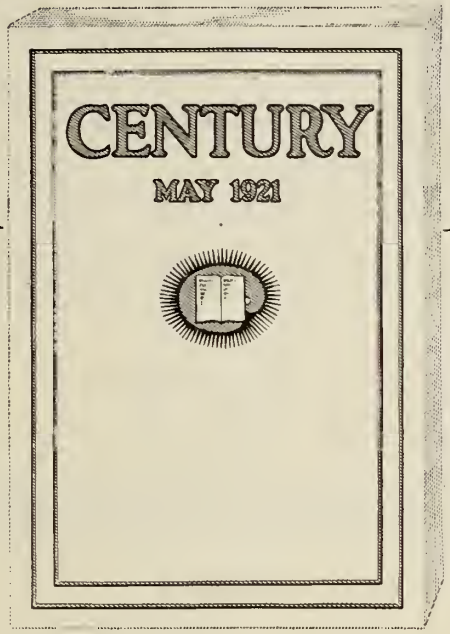

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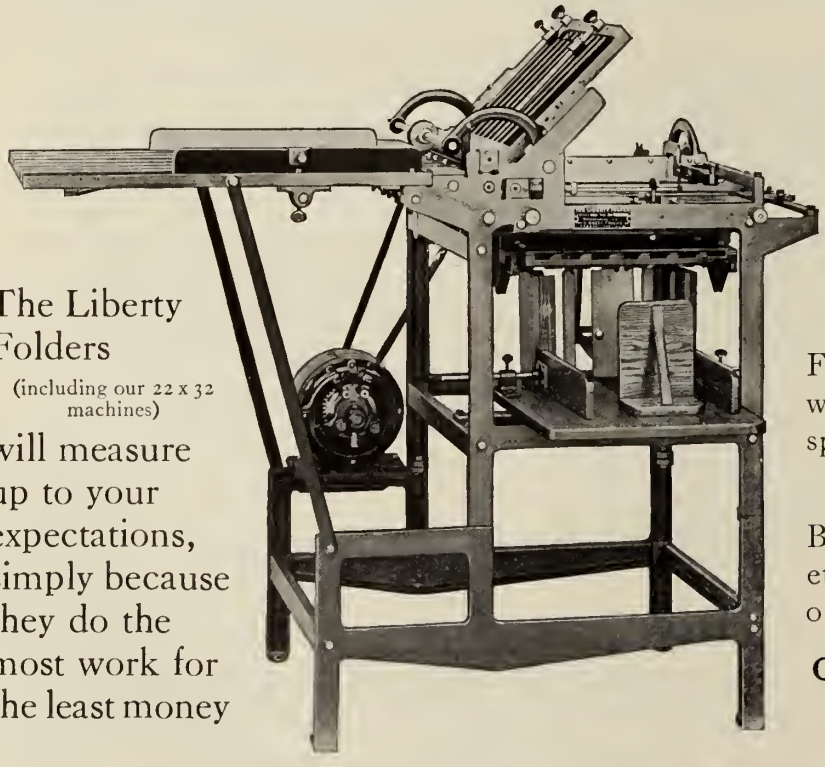

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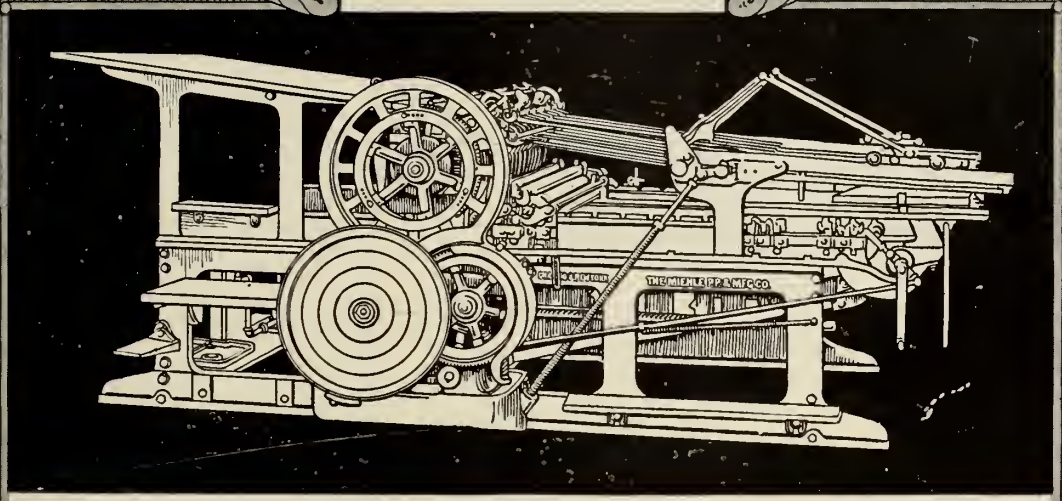

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NEW YORK, N. Y., 2340 Woolworth Bldg.
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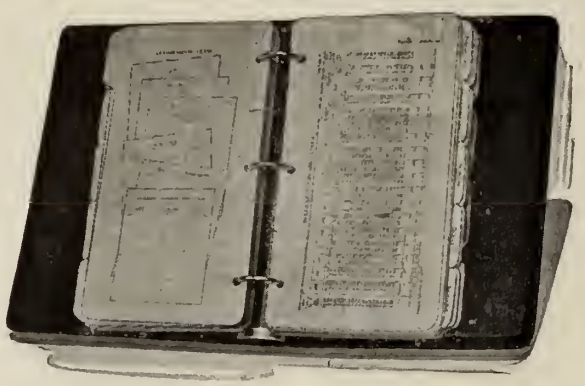

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Statements
Envelopes
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Die Cut Cards
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Imprinting Typewritten Letters
Dodgers
Auction and Sale Bills
Society Printing
Law Briefs and Records
Show Printing Type Work
Placards, Window Cards, Counter Cards, etc.
Checks, Drafts, Notes, Receipts, etc.
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Stamped Post Cards and Envelopes
Blank Books
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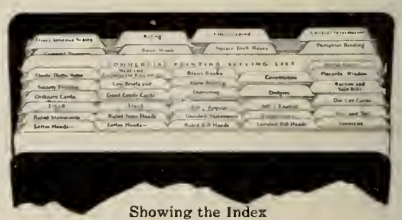

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(*International Association of Master Printers*)

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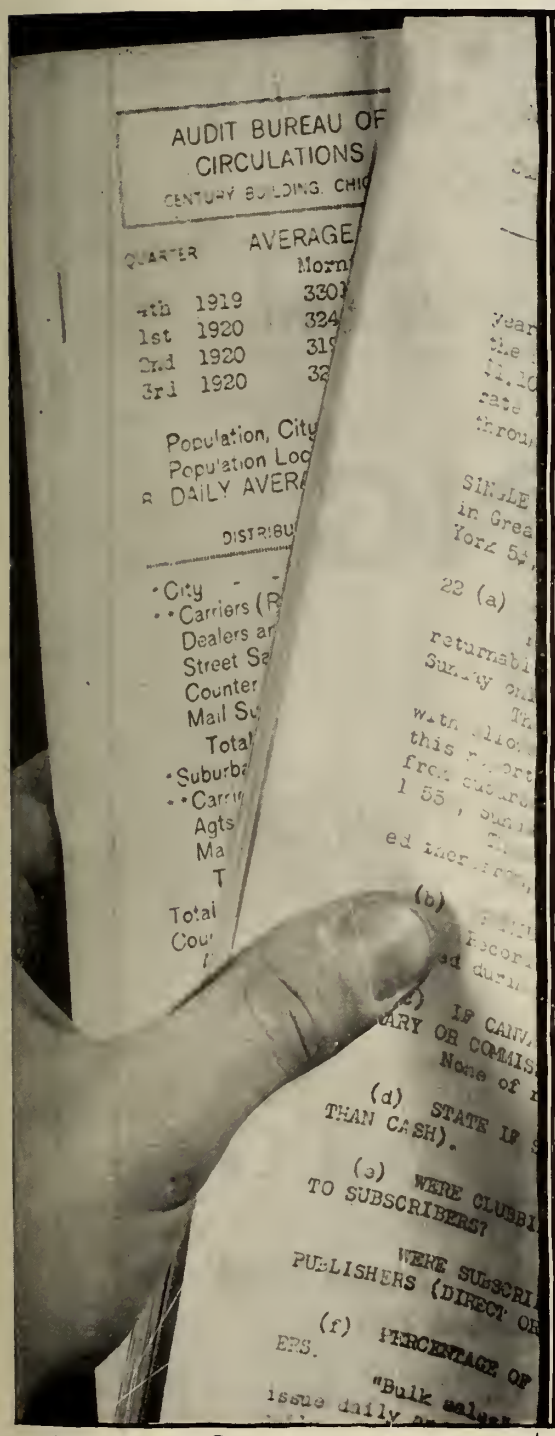
Taking the Advertiser back of the "Net Cash Paid"



Circulation is important, of course!

But it is only the beginning.

To insure your advertising message reaching the people with purchasing power—your customers

—you want to know where that circulation goes: City, Suburban, Country; the *area* covered by the publication.

You want to know if returns are accepted.

You want to know if circulation contests are employed.

You want to know how many subscribers are six months or over in arrears.

All this information—with other equally important facts—can be quickly ascertained if you study your Audit Bureau Circulation Reports.

With the Publisher's Statement, the Auditor's Report and a copy of the publication on your desk you can get behind the "Net Paid Circulation" and make your merchandising plans far more complete.

—and a *complete merchandising plan,* backed up by *careful advertising* and the *intelligent purchase of white space,* sells goods every time.

Be sure to get your copy of "Scientific Space Selection," the new A.B.C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half*

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

J. M. HUBER

Manufacturer of

DRY COLORS VARNISHES
CARBON BLACK

Lithographic, Typographic and Rotogravure

PRINTING INKS

Main Office:

65-67 W. Houston St., New York City

Color, Varnish and Ink Works: BROOKLYN, N.Y.
Carbon Black Factories: DOLA, W. VA.; SWARTZ, LA.

Service Branch:

TORONTO
ONTARIO

366-378 Adelaide Street West
Phone Adelaide 6205

WALTER G. VIEL, *Mgr.*

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade

Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office : Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

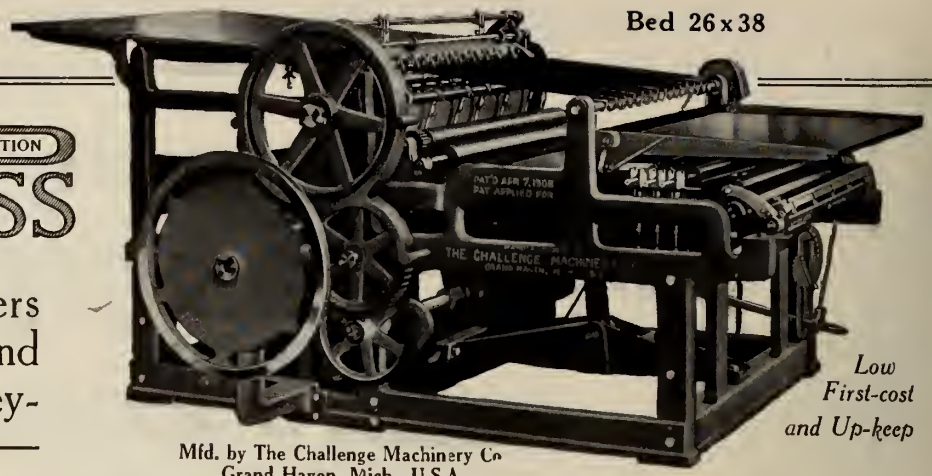
The Federal Paper Co., Montreal, Que.

The Cromwell Paper Co.

Department P.P. **Jasper Place, Chicago, U.S.A.**

Bed 26x38

LEE PRESS
TWO-REVOLUTION



The many users of the Press find it a great money-maker, because—

Low First-cost and Up-keep

Mfd. by The Challenge Machinery Co
Grand Haven, Mich., U.S.A.

It Always Makes Good All-Ways

BECAUSE of its ease of handling, due to the simplification of parts and conveniences for the operator; its low first-cost and remarkable low up-keep; its fine register and distribution; its rigid impression; its sturdy construction and built-in durability; its adaptability for a large range of work, from a single letterhead or small hand-bill to the highest grade of fine commercial work; and its all-around dependability, every Lee Press user is an enthusiastic Booster for the press.

SEND TO-DAY FOR FULL PARTICULARS AND LEARN WHY "LEE PRESS USERS ARE LEE PRESS BOOSTERS."

WESTMAN & BAKER LTD.

EXHIBITOR Graphic Arts Exposition -CHICAGO —— JULY 23 TO 30-

165 Adelaide St. West Toronto, Ontario

W. & B. Gordon Presses

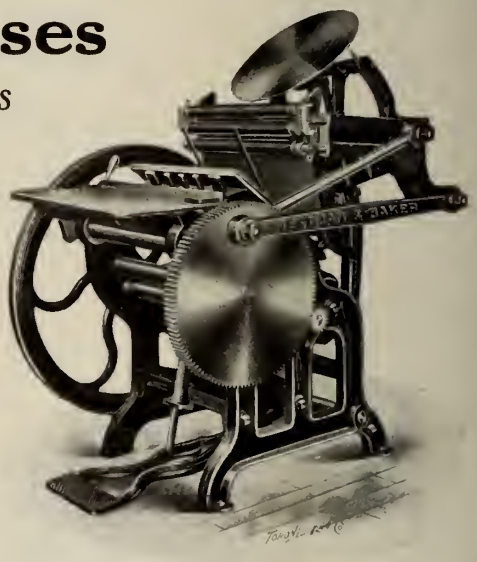
Built in three Profit-earning Sizes

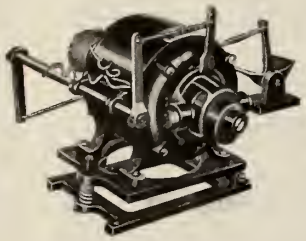
8 x 12

The right press for small forms where speed is desirable. Has a greater capacity than any other press of its size. Easy to feed and produces high quality work.

10 x 15

A simple, sturdy, compact and convenient press for medium size or general run of work. It possesses all points necessary to speed and high quality





KAZOO Job Printing Press Motors

Especially suitable for Gordon Presses. Variable speed. Economical to operate.

13 x 19 An all-round JOB PRESS

It handles larger size job forms to perfection and when necessary will produce the best results for small work by running jobs two, three or more "on."

W. & B. MACHINERY FOR SALE BY ALL TYPE FOUNDERS AND DEALERS IN PRINTING MACHINERY

Also Manufacturers of: Little Giant Lever Paper Cutters, Westman & Baker Standing Presses, Westman & Baker Job Backers, Westman & Baker Hand Lithography Presses, Westman & Baker Envelope Maker's Dieing Out Presses, Westman & Baker Proof Presses.

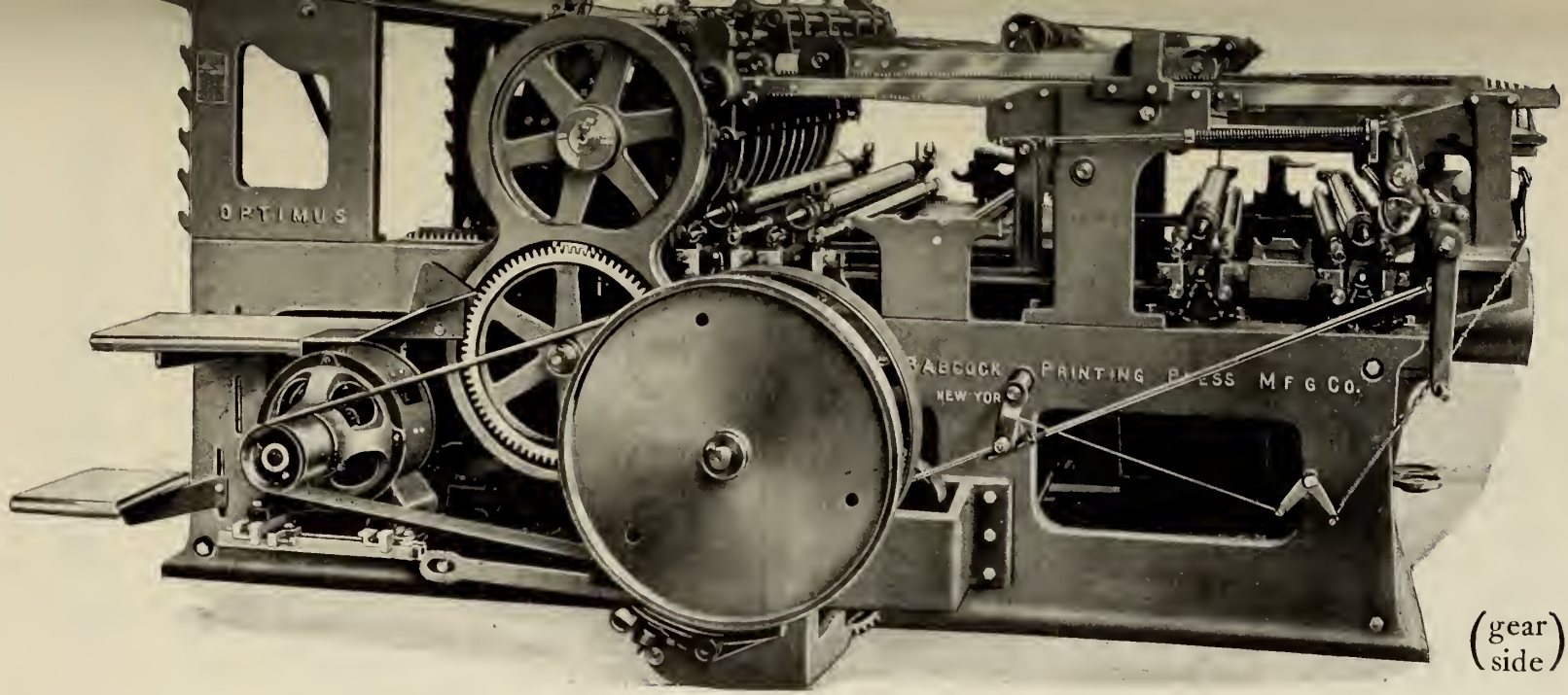
WESTMAN & BAKER LIMITED

Engineers Manufacturers Distributors
PRINTING MACHINERY & EQUIPMENT

Established 1875 **W. T. Johnston, *President***

165 ADELAIDE STREET W., TORONTO, ONT.

Selling Agents: Barnhart Bros. & Spindler; Challenge Machinery and Utilities; Rosback Wire Stitchers, Punching and Perforating Machinery; Hamilton Wood and Steel Furniture; Rouse Labor-Saving Devices; Morgans & Wilcox Efficiency Equipment.



(gear side)

THIS is the Universal Equipment "BABCOCK." It is of vital interest to the Printer who is seeking operating economy.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory, New London, Connecticut
New York Office, 38 Park Row

Barnhart Bros. & Spindler, General Western Agents
Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
Miller & Richard, General Agents for Canada
Toronto (Ontario) and Winnipeg (Manitoba)
John Haddon & Company, Agents, London, England
Gordon & Gotch, General Agents for Australia
The American Trading Company, Agents for China
25 Broad Street, New York City

National Paper & Type Company, General Agents for Mexico, Central and South America
Lettergieterij "Amsterdam," General Agents for Holland, Belgium, and the Dutch Possessions
Hensen & Skotvedt, General Agents for Norway
Karl M. Gronberg, Agent for Sweden
F. L. Bie, Agent for Denmark

"Our best Advertisements are not printed — they Print"

Say you saw it in PRINTER AND PUBLISHER.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

JONES NON-CURLING GUMMED PAPER

Specify JONES—*100 Years of Quality*

Labels will neither curl nor cake together if they are printed on Jones Non-Curling Gummed Paper. Be sure to specify Jones the next time you order gummed paper. You will save time and money—so will your customer.

Send for samples—also samples of the lines which follow:

Cloth Lined Paper	*Gummed Kraft*	*Flint Glazed Paper*
Marble Paper	*Fancy Papers*	*Label Cloth*

BUTLER & JONES, Limited

16 PEARL STREET, TORONTO, CANADA.

Sealing Machines—coming into popular use. Prints advertisement at the same time as it moistens tape.

Agents for

Samuel Jones & Co., Limited, London, Eng.

Say you saw it in PRINTER AND PUBLISHER.

The Rags are Hand Sorted and Inspected. No. 3 of a Series

"From Rags to Writing Paper"

"SORTING"—Extreme cleanliness is a feature of high grade paper making. Every bundle of rags that enters the Mill is actually inspected by hand—all buttons, pins, etc., being discarded—the rags are then passed through a cutting machine prior to the final dusting process which they receive before going into the "Boilers."

Write for Brochure of manufacturing illustrations, "From Rags to Writing Paper," sent on request.

The Rolland Paper Company Limited

Makers since 1882 of Superfine Linen Record and other High Grade Papers

MONTREAL **MILLS at St.Jerome, P. Q. and Mont Rolland, P. Q.**

Say you saw it in PRINTER AND PUBLISHER.

THE

National Photo Engraving

Company, Limited

Artists, Designers, Photo-Engravers

MONTREAL

HIS firm always has in mind that the delivery of engravings to the purchaser is a minor detail.

We first ascertain the purpose for which the engraving will be used, the ink and paper on which it will be printed, then make a plate that will give the best results to the Printer.

To do this requires an intimate knowledge of printing as well as engraving, knowing in advance, seeing every operation of the work in the abstract, a knowledge gained in practical experience enables us to render a superior service to advertisers and other users of Photo Engravings.

This is the salient detail which is never overlooked.

Backed by a personnel in which every man is the most skilled that can be obtained, a day and night staff, we do fulfill the promise of delivery with a service not equalled elsewhere.

May we not consult with you? giving suggestions on the production of better printing illustrations in black and white, or two, three or four colours.

Very Respectfully

National Photo Engraving Co.
LIMITED

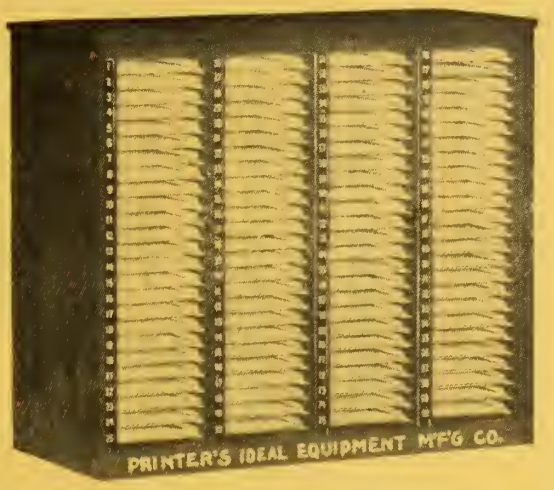
411 St. James Street,
MONTREAL.

The Save-Time System of Printing Plant Equipments

Made-in-Canada, in Either Wood or Steel, and Sold Direct from Factory to Plant

FOUR TIER UNIT GALLEY CABINETS

MADE IN CANADA



NO EXCHANGE OR DUTY TO PAY

No. 4000

The handling of standing, "live" and "dead" matter on individual galleys is one of the most profitable investments a printer can make to cut the cost of composition. They are excellent for any kind of work. Letterboards are now practically out-of-date, and are supplemented by the modern system of individual galleys.

Every composing room needs cabinets for the storage of standing matter, and any medium sized plant without them is allowing a great deal of profitable time to be wasted. Avoid piling and repiling pages to get out the one needed. Cuts will not become scratched if placed in cabinets. Equip your composing room with this necessary piece of furniture. When proofs are taken have the compositor write the slide number on the proof and when the lock-up man or corrector wants the type he knows exactly where it is.

Our Four Tier Save-Time Unit Galley Cabinets hold 100 galleys 8¾ by 13 inches inside, 25 galleys to each tier. The galleys are supported horizontally on flat steel runs.

Four Tier Save-Time Unit Galley Cabinets are also made to accommodate the following sizes of galleys: 10 by 16 job, 12 by 18 job, 3½ by 23½ single column, 6¼ by 23½ double column, and 8½ by 23½ inches, triple column.

We supply galvanized iron, pressed steel or brass galleys in any of the above sizes. Prices on application.

Some Additional Save-Time Equipment which we Manufacture :

Single Type Cabinets
Wood Type Cabinets
Newspaper Make-up Tables
Cast Iron Tops for Imposing Tables
Steel Lead and Slug Storage Cabinets
Steel Metal Trucks
Steel Chases
Chase Racks
Bindery Tables on Wheels
Stock Tables and Drying Racks
Roller Racks and Cabinets
Register Tables
Lynotype Machinists' Cabinet Work Bench
Monotype Machinists' Cabinet Work Bench.

We manufacture equipment to suit small as well as large printing establishments. Made in either wood or steel. We can save you money, and modernize your composing room at small cost. Write us your requirements.

Printers Ideal Equipment Manufacturing Co., Quebec, Que.

Address all Correspondence to Toronto Office, 602 Lumsden Bldg., Toronto, Ont.

TELEPHONE MAIN 358

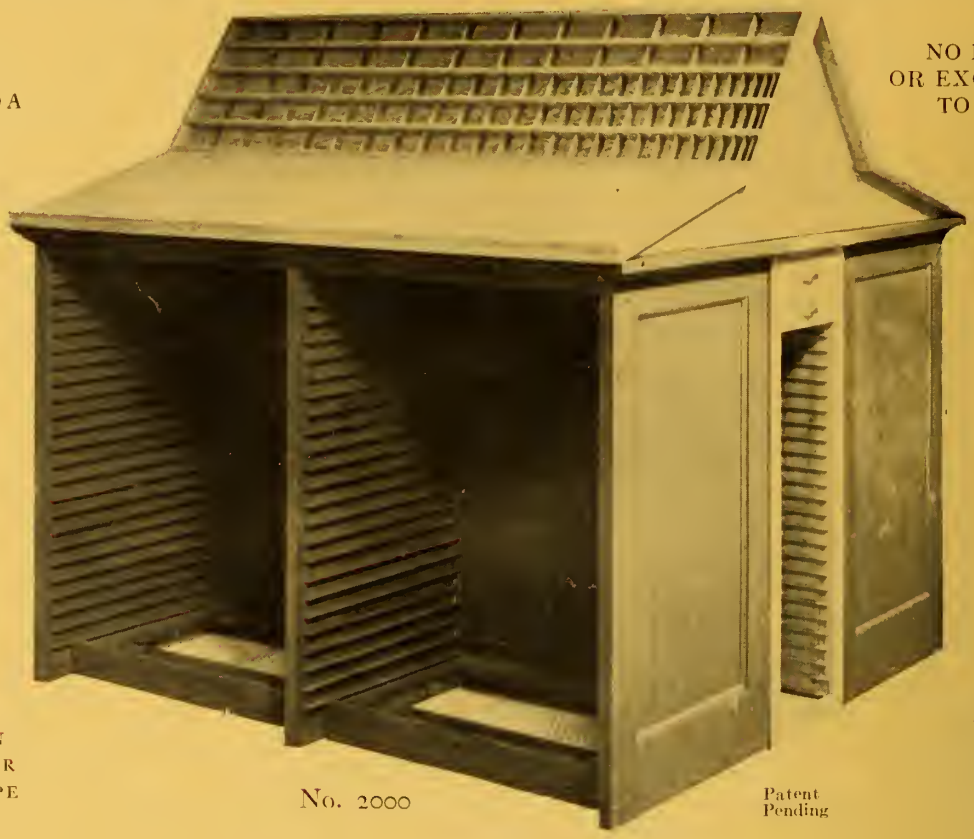
The Save-Time System of Printing Plant Equipments

Made-in-Canada, in Either Wood or Steel, and Sold Direct From Factory to Plant

DUPLEX SAVE-TIME TYPE CABINET

MADE IN CANADA

NO DUTY OR EXCHANGE TO PAY



YOU CAN USE YOUR OWN TYPE CASES

No. 2000

Patent Pending

YOU CAN USE YOUR OWN GALLEYS

"Two miniature composing rooms" aptly describes the Duplex Save-Time Type Cabinet. As a space and time saver it is unexcelled, bringing all type and material within arm's reach of the compositor. Equally desirable for any class of work, whether job, book, magazine or newspaper ad composition.

The Duplex Save-Time Type Cabinet is composed of three separate and distinct parts—the top or working bank, the type case cabinets and the storage cabinets for the accommodation of compositors' work in process. For the purpose of showing how the different parts are arranged together the top and galley cabinet were photographed before being stained.

Large working surfaces are provided for two compositors, both sides being exactly alike. Comprises two double-depth lead, slug and rule racks, holding leads and slugs 4 to 40 picas. Accommodates forty-eight cases in each type stand, and twenty-five page storage galleys 8¾ by 13 inches inside, in each galley cabinet. Galley cabinets are made to accommodate long length galleys, 6¼ by 23½ or 8½ by 23½ inches, when desired.

A special feature of this original design is the arrangement for the accommodation of "dead" matter. Directly in front of where the compositor stands a chute is provided for this material which drops into a box in the top of galley cabinet.

The handy method of disposing of "dead" material not only is a time-saver but keeps the working bank neat and tidy.

Strong flat steel runs in type case cabinets and in galley racks.

The type case cabinets are of standard height, width and depth, measuring 43½ inches high, 70 inches wide, and 22½ inches deep. The single tier storage cabinet is the same height as the case cabinet, and 11 inches wide. The floor space occupied by the above practical arrangement is therefore, including overhang of working top, 72 by 56 inches.

Printers Ideal Equipment Manufacturing Co., Quebec, Que.

Address all Correspondence to Toronto Office, 602 Lumsden Bldg., Toronto, Ont.

TELEPHONE MAIN 358

PRESIDENT HARDING

The "Printer" President *of the* United States

Has Consented to Open the

Graphic Arts Exposition

AT THE COLISEUM AT CHICAGO

On July 23, 1921

At this Exposition every line of activity in the Printing and Allied Trades will be represented. The newest machinery, the most up-to-date devices, the most finished time and labor-saving methods, and the most interesting and instructive manufacturing processes will be on exhibition and in operation. The Exposition will be a complete presentation of all the perfected operations and of the highest state of the art in the Printing Trade.

You can combine a profitable and informing attendance at the Exposition with a vacation stay in Chicago—"the greatest summer resort in the United States." And the fact that President Harding is giving the Exposition his approval and encouragement guarantees you that the affair will be the biggest thing of its kind that has ever been staged.

RESERVE YOUR VACATION WEEK FOR JULY 23 TO 30

The Exposition is being conducted by **The Chicago Club of Printing House Craftsmen**

In connection with the **Second Annual Convention of the International Association of Printing House Craftsmen**

Address all inquiries to 660 Transportation Building, Chicago

EXECUTIVE COMMITTEE

Chairman, WM. R. GOODHEART, President, Chicago Club of Printing House Craftsmen, Second Vice-President, International Association of Printing House Craftsmen

GEO. E. CRANE, President, Chicago Roller Company
FRANK DERMODY, Supt., Woman's World Magazine Co.
C. P. EVANS, Western Mgr., Miller Saw-Trimmer Co.
A. F. LEWIS, Pres., A. F. Lewis Co., Printing Trades Blue Book
E. J. McCARTHY, Pres., International Trade Composition Assn.
CHRISTEN OLSEN, Superintendent, Manz Engraving Co.
AUGUST D. ROBRAHN, Secy., Employing Electrotypers Association
HARRIE A. SACKETT, Mech. Production Mgr., J. Walter Thompson Co.
WILLIAM C. SCHMIDT, Superintendent, Brock & Rankin

The MANTON JUSTIFIER

IMPROVED TIME-SAVING GALLEY

Saves Time

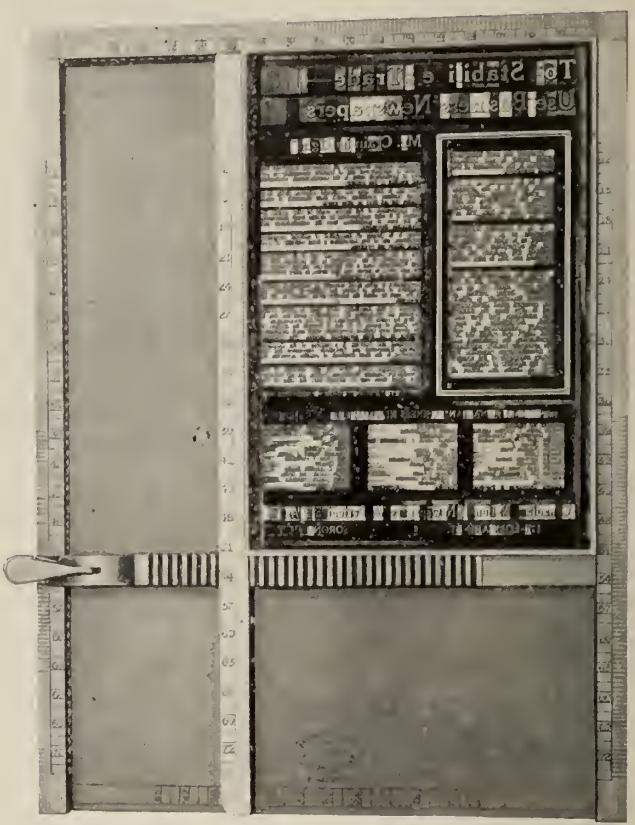
—at the case

—at the stone

—at the press

Figure out total time saved

The Galley you must eventually use



Hours of time are wasted at the stone in every composing room adjusting type lines so that jobs will lock up tight for the presses. The Manton Justifier overcomes these costly delays. It enables the compositor to adjust his job true to measure at the case. When the job leaves the compositor's hands it can be locked up tightly for the presses without any time-consuming adjustments whatsoever. This new galley is not only a time saver at the stone—the compositor at the case secures any desired measure at a glance. He makes quicker time on the job and sets it with easy precision by virtue of the various gauges, as indicated on the illustration. The adjustment clamp bar is assured of rigidity by the pins which fit into holes on each side of the galley, and the adjustable gauge which operates with it is held in a like manner at one end, while the grooves of the clamp bar hold it firmly at the other. Any accurate measure is quickly secured.

Every composing room should be equipped with the Manton Justifier. The time saved soon pays for the investment. **Write for further particulars.**

MANTON BROS. TORONTO

AND WINNIPEG

MADE IN CANADA

Say you saw it in PRINTER AND PUBLISHER.

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, JUNE, 1921 Number 6

Weekly Press Association Meets at Vancouver

Wide Variety of Topics Were Under Discussion

VANCOUVER, B. C.—Everything conspired to make a complete success of the second annual meeting of the Canadian Weekly Newspapers Association, held at the Hotel Vancouver here, on Thursday and Friday, June 9 and 10. The weather was of the kind described by Acting Mayor Owen in his address of welcome, as "our usual Vancouver weather." That is to say, it was of that rare perfection which is seen nowhere else in Canada, and only occasionally on the Pacific coast. Added to this was a stimulating programme of papers devoted to subjects of interest to the members of the association, and a series of social entertainments which filled the leisure hours most enjoyably. The President was well advised in saying that the courage of the organization in coming so far to hold its convention had been abundantly justified by the result.

A slight delay in arrival was due to the washout of a bridge, but this incident really gave an extra charm to the trip, since it was a spice of excitement without any danger. Moreover, it afforded the railway authorities a chance to demonstrate the skill and speed with which they could handle such a situation. The party eventually reached Vancouver a few hours late, but the proceedings were opened at 10 a.m., only half an hour behind schedule. The members of the Alberta Association arrived shortly afterward, and those of the British Columbia were already on hand, so that the whole assembly did not fall far short of four hundred.

Mayor Extends Welcome

Acting Mayor Owen made his address of welcome brief, but cordial. He touched upon the influence exercised by the weekly paper in rural districts, and congratulated the visitors on the opportunity their journey afforded them to enlarge their knowledge of the Dominion. He hoped they would enjoy themselves in the "rose city of Canada" and promised to do whatever was possible to aid them in doing so.

Then followed the address of President W. Rupert Davies, of the Renfrew Mercury.

Mr. E. Roy Sayles read the report of the Manager and Treasurer. He referred to the work of the Association throughout the year, naming among the principal accomplishments the saving of the free zone for the weekly papers, also the negotiating with the King's Printer at Ottawa for an increased rate for condensed advertising. The $2.00 per year campaign was making good progress, and it is estimated that 300 papers have raised their rates to the $2.00 point. Interest in the costs of job printing has increased on the part of the membership, and good headway has been made toward a better understanding of what the proper costs are. While our Association is a journalistic one, still the job printing is an important department. Reference was also made to the efforts being put forward to eliminate free publicity.

Given in a table was the number of members by provinces, and the number that it might be possible to secure:

Province	Members	Possible
Nova Scotia	12	35
Prince Edward Island	3	5
New Brunswick	5	19
Quebec	24	44
Ontario	197	284
Manitoba	36	67
Saskatchewan	67	161
Alberta	37	93
British Columbia and Yukon	26	42
	408	750

The financial statement showed that at the end of their fiscal year the Association had a credit balance of over $3,000.00, which was considered very satisfactory considering that the Association was only in its second year.

Reports of the Various Committees

Rev. Arthur J. Moore gave the report of the Postal and Parliamentary committee. It set forth the increase recently granted by the Dominion government in the rate allowed as pay for advertising. It also stated that the postal authorities have decided to permit no more bulletin boards in postoffice lobbies for the posting of free notices. As to the postal rate question, Mr. Moore set forth, that "any reopening of the question at Ottawa would jeopardize the present arrangement, and we recommend that careful watch be kept lest influences become active to make a change."

Mr. A. Dunlop of Neepawa, Man., lifted himself into temporary unpopularity by a suggestion that the convention go on record as being opposed to the free postal zone for weekly newspapers. His idea was that the newspapers should insist upon paying full postage.

His motion to this effect found no seconder. The gathering leaned, evidently, to the view, expressed in reply by the president, that the free postal zone is a privilege extended to the people of the rural community, rather than to the newspaper. "If we have to pay the postage," he said, "we will have to get it out of the people. The government gives the farmers free postal delivery, and other advantages, and the idea of the free zone is to make it easier for the farmers to get the papers."

Working Together in Groups

P. Geo. Pearce, of the Waterford Star, reported that no meeting of the Circulation and Subscription committee

had been found practicable, because it contains representatives of seven provinces. Consequently the Bulletin had been used during the year. He suggested an "exchange day" once a year, to be arranged by the manager through the Bulletin. He quoted a letter received from Howard Fleming of the Owen Sound Sun-Times, setting forth that "for a long time I have been of the opinion that the weakest point in the publishing of a small newspaper, is the selling end of the business." In this connection he repeated with approval a suggestion of Mr. Fleming that the publishers in different sections should group together and secure the services of a competent subscription canvasser. This idea, he thought, might also be applied advantageously to advertising.

S. J. Dornan, of Alameda, Sask., reported on commercial printing. He said that papers with well kept plants, and properly run, are prospering. The price cutter still exists, but he is usually the fellow with an inferior equipment, careless in business methods, and possessed of no knowledge of costs. A campaign had been undertaken to acquaint every printer with the elements of cost finding, and he was glad to say that the Bulletin on this subject had been appreciated in many quarters.

The Banner County, Wellington

J. J. Hunter, of Kincardine, Ont., gave an account of the work of the Membership Committee. The total number of members is now 477. Wellington county, Ontario, has the distinction of having every paper in the county a member of the association. In New Brunswick there are 19 eligible, and five of these have become members. The only province in which there has been a decrease has been British Columbia, where one has been lost owing to a change in ownership in the Yukon. In Alberta, district associations are being formed, there now being twelve of them.

The report on advertising was presented by J. A. McLaren, of Barrie. He said that the year had been a busy one. There had been a good deal of negotiation with the advertising agencies, regarding requirements for recognition of such agencies, and an agreement had finally been drawn up which would be submitted to the membership for acceptance or rejection. A large proportion of the members had adopted the standard advertising rate card, prepared and issued last December. He urged strongly that the members of the organization should look primarily to the local field for advertising support.

F. A. J. Davis, of Carleton Place, Ont., reported on the cost of paper. At the last convention sheet news was about $95 a ton. In October last year it reached $160 in some cases, although the average was about $145 when buying direct from the mill. In April it went down to $127 a ton. The prospect, according to the report, does not seem bright for any material reduction for some time to come, although there may be a small drop in prices towards fall.

Mr. A. Dunlop, of Neepawa, read the report on "Editorial." The report in itself was brief, merely pointing to the gradual growth of editorial matter in the weekly press. Mr. Dunlop, however, supplemented this by a brief speech, in which he advised the members to use their editorial columns for the purpose of guiding opinion in their districts, especially on matters of local concern. He had done this himself. It had resulted in threats of boycott, and the withdrawal of many advertisements, but on the whole he did not think he had been a loser by this policy.

Cost Systems in Weekly Papers

F. A. J. Davis, of Carleton Place, read a very interesting paper on the question of "Should Weekly Newspapers Have Cost Systems?"

"Emphatically yes," was the reply that Mr. Davis gives to the question. Some weekly newspaper publishers, and many of the smaller city and town job printers have for many years been in the habit of guesstimating on every job on which they are asked for a price. Because some printers hit pretty close to the correct price is not a fair argument in favor of guesstimating because there are many others who do not. After all the guesstimator has to make up on one customer what he loses on another, or go to the wall.

On the other hand the printer who estimates intelligently, while he may make an occasional mistake which will incur a loss, generally comes so close to the correct price that his loss is comparatively small, and the lesson learned is a guide to him should the order, or a similar one, be required.

Several years ago, when I first made a study of cost systems, I was engaged as foreman in a small city newspaper and job printing office with a small staff. The year I took charge of this office some $14,000 worth of job printing was done. At that time some of our competitors were selling their hand composition at 75c, and as good guesstimators we thought we could do so too. The office had a long-standing overdue bill at the paper house; the type foundry would not sell us except on C.O.D. terms. These facts set me thinking, and I quietly began gathering the necessary data which would give me a correct knowledge of what our hour cost was. The proprietor of the shop was not a printer, and he did not lend me very much assistance, as he thought I was somewhat prying at times when I sought certain information in the front office, which he considered none of my business. I persisted, however, and as a result I was able in a few months to ascertain the amount of salary drawn by the proprietor, the amount paid in insurance, fire and light expense, power cost, rent, a fair allowance for breakages and repairs, interest on investment, front office salaries, wages in the workroom, depreciation, etc. Next I took stock, and ascertained the amount of investment in type, linotype machines, printing presses, bindery, stock room and front office, and apportioned to each their correct ratio to the total investment. From this information it was easy to arrive at a correct hour cost of

THE CONVENTION CITY—PART OF VANCOUVER'S WATER FRONT

each producing department in the office. The result was that we found our hour cost for hand composition was 80 cents (this was in 1911); linotype composition cost $1.60; job presses cost 64 cents; small cylinder press cost $1.60, and so on.

We "Thought" We Made Money

At that time we had a weekly magazine which we published for an outside concern, 500 copies of sixteen pages and cover, for which we charged $40.00 an issue. We thought we made money on this job. For three weeks I had every employee keep a correct record of the time spent on this magazine, with the result that I found that our selling price should have been $45.00 in one week when there were comparatively few ad. changes, another week cost $55.60, and a third week $52.00. These figures I laid before the proprietor, and backed them up with the cost information I had in my possession. He was thunderstruck. He hesitated to demand a proper price for the magazine for fear the order would be lost to the office. It so happened that the editor-manager of the magazine was at that time publishing a series of articles having to do with costs and selling prices, and I took it upon myself to lay the information in my possession before him. He made a careful study of my figures, asked a seemingly endless number of questions, and in the end took it upon himself (in order to bear out his own editorial arguments) to raise the price for the balance of the year to $50.00 per issue. He had been convinced that the figures presented to him were correct. The result strengthened my position, and I at once installed the cost system suggested at a previous meeting of the old Canadian Press Association.

I did all the estimating for the office at the time, and lost a number of jobs because our price was too high, but we had the satisfaction of knowing that the work we were doing was producing a profit. It was only a short time before the paper house was paid up, and the type foundry was ready to sell our office anything we wanted on practically our own terms. The following year, without any increase in staff, we did a job business of $23,000 and the next year this jumped up to $32,000 with only one extra man and a boy. The office had actually begun to make a fair return of profit for the first time in its history.

Started on a Cost System

In 1914 I went into business for myself, in the office where I am now located, and the cost system has been kept up to the minute there since I came into possession. I would as soon do without a cost system as go back to the days of hand composition and a Washington press.

In arriving at a correct hour cost for each department in a country newspaper-job printing office, all that is necessary is to proceed as follows, taking as an illustration an office with an investment of say $10,000. Ascertain the cost of front office salaries, insurance, fire and light, power, rent, breakages and repairs, interest on investment, depreciation on type, depreciation on machinery, freight, express, cartage, wages, etc.

After finding the total weekly expense, all that is necessary is to divide this total by the number of productive hours in the week. In our office the staff works 49 hours, but it has been clearly demonstrated that only two-thirds of these are productive. In order to obtain the correct hour cost in each department, take as a basis the amount invested in each, together with the necessary labor cost, and you will have an absolutely accurate hour cost upon which to base your costs.

Some years ago I had a concrete case of the confidence an hour cost inspires in the mind of a customer. This man, a manufacturer, and a new customer for me, called me to his office to give him a number of estimates. I took out my book and pencil, and, taking up the first job, put down the several operations through which the work would require to pass, assigning to them the amount of time required for their performance. Meanwhile he watched me, and was curious to know how I did the figuring, and asked a number of questions. I told him I had a cost system in my office which told me the hour cost of each operation. "That's enough," said he. "If you have a cost system that you know to be correct I am satisfied to pay the price it calls for. What I was trying to get at was whether I was dealing with an estimator or a guesstimator." I am still doing that firm's work and they pay the full price on all their printing as worked out by my cost system.

Personally I think a cost system is an absolute necessity if the printing office proprietor is to protect his customer and himself, if he is to gain the fullest measure of respect of his customer, who almost invariably is a man who knows his own costs; and last, but not by any means least, if he is to win and hold the respect of his competitor. Just as long as we put off the installation of some real cost system in our combination newspaper-job printing offices, we are denying ourselves the fair return we should have in our respective businesses.

Costs East and Costs West

L. J. Ball, of Vernon, B. C., president of the Yukon and B. C. Association, discussed the "difference in costs between eastern and western publishing." Mr. Ball said he was familiar with costs in the west and "if the slip distributed this morning gives the eastern costs correctly, we are terribly extravagant in the west." Mr. Ball added that his own costs were considerably higher than those shown on the slip. "Either we take in something that is not taken in by the eastern cost system, or else there is something radically wrong." He quoted hand composition in the east at $1.68, and in the west at $2.78; machine composition, $2.67 in the west, or 85 cents higher than in the east. In press work the difference ran from 52 cents to $1.38, and in cylinder presses about 45 cents difference.

He thought the greatest attention should be given to arriving at a uniform system, so that all the offices would be working on the same basis. He could not advise them to imitate the printer who refused to make out proper estimates, because they would show the price higher than

THE CONVENTION CITY—INDUSTRIAL SECTION OF VANCOUVER

the customer was willing to pay. In the Okanagan a survey of the twelve plants was made by experts, with the result that these plants proceeded to raise their price so that their profit at the end of the year was practically the 25 per cent set down by the U. T. A. as proper. There should be proper time sheets, showing the amount of time devoted to every job, and also the exact time spent on the newspaper during the week.

As proving that there must be something wrong with the western system, Mr. Ball instanced a job on which he had bid $2,000, after making a careful estimate. On this same job, the bids from the city of Vancouver ran from $1300 to $1740. Such a variation of figures could not be found on anything like exact calculation. In his own office the time was divided into six minute units, and the sheet every day showed what the men had done during each unit.

This paper, together with that of Mr. Davis, Carleton Place, gave rise to an animated discussion. Several of the members failed to see the value of a cost finding system "if the other fellow is going to do the job for less money."

"Personally," said President Davies, "I don't keep an accurate system of costs, and I don't think I am wrong."

"You are wrong, absolutely," interrupted J. J. Hurley, of Brantford, Ont.

Mr. Dornan, of Alameda, wanted to know how the value of an editor's time was to be reckoned. Mr. Ball replied that whatever was allotted as the value of the editor's services, should be reckoned as part of the overhead, like the fuel bill or the insurance.

What Does It Cost to Set Display Advertising?

At the afternoon session J. G. Keefer, of Norwood, Ont., gave a paper on "What Does It Cost to Set Display Advertisements?"

Were it not that a long experience of forty-four years has acquainted me with the short-comings of the newspaper and job printing business and particularly the shortcomings of the cash end of the business, and were it not that I have been guilty of as many errors in judgment as the average newspaperman, I would be reluctant to attempt to address this convention of Canadian Weekly Newspaper Publishers on the topic assigned me, "What Does It Cost to Set Display Advertisements?"

While the question only asks for the cost of one operation in the production of display advertising,—that of composition—I think you will agree it has afforded plenty of variance amongst us in the past. That you may have a perspective of the conditions under which my figures are reached, I would say briefly that I represent one of the smaller weekly newspapers, and it is in the interests of these particularly that I hope my experience and conclusions may be helpful. We publish a six column quarto, four pages home print and four pages ready-print, at a subscription rate of $2.00, in an Ontario village of less than 1000 population. I would have the western members note that my deductions are based entirely on Eastern conditions, and would ask them to make due allowance for the same.

Since the question of costs forced itself upon our attention some time ago, we have been striving with due regard to avoiding radical changes, to put our advertising rates on something like an adequate basis. The one antidote that has been of real value to us in settling our difficulties or doubts within, and opposition without, has been the information we have been able to gather on what our advertising cost us to produce.

Uses System of Time Cards

In connection with our advertising we have been keeping separate time cards since the commencement of the present year, accurately checking every advertisement. We have three employees, one man and two girls, in addition to myself and son—five in all. Our hour cost on the basis of 48 hours per week, allowing one-third for non-productive time (which we think is now generally accepted as fairly correct) is $1.20.

For the purpose of our present calculation I selected the cards for the month of April. During the period there were thirty-seven complete changes of copy in our set display advertisements. These represented the usual average run of advertisements, and ranged in size from three in., single cloumn, to seven inches by four columns—a total of 383 inches. The body type was mostly 10 and 12 point with about a half a dozen set in 8 point fairly solid. The total time occupied was 30 hours and 10 minutes, costing $36.20, which, divided by 383 inches, gave a cost of 9.45 cents per inch of composition. In this we do not take in time spent in distribution, proof reading and correcting. This is treated as non-productive.

You will note that we get about 13 inches of set display advertising per hour. This may be illuminating to some who think they get a much higher average per hour. We have seen it stated that from 20 to 40 inches was the average. In view of our experience this would seem to be a pretty wild guess.

The hour cost upon which such a calculation is based may not work out in all offices the same. For example: one office may have an hour cost of $1.20. You may have an hour cost of $1.50, but through better system, better lighting, advantages of lay-out of plant, and more efficient equipment, you may be able to produce a greater volume of set advertising, resulting in, perhaps, as favorable a production cost. This prompts me to say that there are certain things that enter into the cost of advertising composition that are important and should be considered. The first is the lay-out of your plant. A careful survey of your office and, if necessary, a re-arrangement of your type and material, to render them more easily accessible, will sometimes pay handsomely. Save steps and you save time. Save time and you save money.

Equipment and Lay-Out of Copy

It has been stated that many offices are over-equipped. So far as this relates to advertisement composition, we think it is not so often a matter of over equipment as it is too much variety and not sufficient quantity. Here, as in the lay-out of your plant, is where much time may be lost. Three or four complete series of display type will be found ample for any ordinary newspaper. Some such selection as Cheltenham, Caslon and Venetian, or a similar selection of Gothics would give sufficient variety.

Lay-out of copy, too, is important. In production costs, and in quality of work obtained, small offices will find lay-out of every advertisement a wonderful help in securing proper treatment. No contractor can carry out his work without a pre-arranged plan. Why should the maker of display typography?

Before analysing our business as carefully as we might have, we, like many another small office, had the erroneous idea in a general way that the expenses of a larger office were proportionately higher with the number of employees, high rents, taxes and equipment, and that because we were able to do a large amount of our own work, we had a decided advantage. We have discovered a small office cannot produce advertising composition away below what a larger office can.

Let me say that from our experience, and latest records, we place the average cost of setting display advertising at 10 cents per inch, covering, of course, composition only.

The Total Cost

We found that for the first quarter of the current year (January, February and March) the other operations in connection with our newspaper, which included make-up of forms, lock-up and press make-ready, press running, ink, folding, mailing, cash for ready-print, express and

postage, editorial and news writing, etc., after deducting revenue from subscriptions, left a sum equal to $35.31 per week to be charged against advertising revenue. This, divided by 284 (the average number of inches carried each week during that period) equalled 12.44 cents per inch. This, added to the cost of composition, 9.45, gave a total cost of 21.89 cents per inch for set display advertising.

We think we have been as conservative in our expenses of management as it is possible to be. These costs will vary in different offices, according to the subscription revenue derived, the total advertising carried, and the amount of reading matter.

To make our figures, as given, more clear to you, we wish to state that during the period mentioned we carried a total of 3,696 inches of all classes of paid advertising, which was slightly over 60 per cent of our total space.

As our newspaper is limited in size, we try to keep our advertisements strictly to the exact measurement called for. Notwithstanding this, we find it surprising how much space creeps into a paper from which there is no revenue. By over-run of advertisement one or two lines, by space between rules, spacing out columns in make-up, etc. The aggregate of these leaks only becomes noticeable when you get down to a study of the figures over a considerable period, but they have a bearing upon your annual revenue.

Full page and half-page advertisements, which entail extra work, necessitating the printing of a supplement, a re-make up of the paper, and extra press run, straightening, cutting, inserting, folding, extra postage, etc., should be charged at a higher rate, whether they come from regular advertisers or not. In past years we frequently added a page to our paper at ordinary rates, believing that the increased volume of advertising meant increased profits. Figures have shown us that in every instance we lost.

You must also keep in mind that there are periods in the year when there is a possibility that your advertising may drop considerably in volumne. Therefore your rates must be fair enough to yourself to provide against this contingency, as your expenses of publishing the paper will remain the same.

Further, if we are to encourage our young people to enter the trade and to remain in it, we must be prepared to pay living wages and this can be done only through maintaining a sufficient revenue. Country newspapers must be prepared to measure up to the wage standards of other lines.

A minimum of 25 cents per inch for set display advertising would not be too high for any well conducted newspaper, whose aim is to keep up the standard of efficiency, and to give proper service to its advertisers and the public.

The Setting of Display Advertising

The discussion showed that the prices received by the members for newspaper advertising, range all the way from ten cents to forty cents, the higher prices being prevalent in the west. These facts evidently set the eastern men thinking, and some of them seemed hopeful of being able to raise their own prices when they get back home.

Other Practical Papers Given

Fred W. Kennedy, of Seattle, Washington, dean of the School of Journalism of Washington University, gave a paper, of which the substance was that the advertiser should not be required to bear the whole cost of maintaining a newspaper, but that the subscriber should be expected to do his share. Mr. Kennedy, however, strongly advised the eastern members to stiffen their backbone, and get better prices than some of them seemed to be getting for their advertising space. He gave them his assurance, based on experience, that they could ask for more and get it.

J. J. Hurley, of Brantford, Ont., spoke on "The Job Department—Making It Pay." Like other speakers, he was strongly in favor of proper cost sheets. A man should always know what every job was costing him. As to the fellow who was cutting prices, the only way was to ignore him. Concerns of that kind were sure to go to pieces presently. Proper prices should be insisted upon as a matter of self-respect.

Committees Are Put to Work

A resolutions committee was appointed, consisting of Messrs. J. L. Cowie, of Carberry, Man., J. A. MacLaren, of Barrie, Ont., and Hugh Savage, of Duncan, B. C.

The nominations committee named consisted of Messrs. A. E. Calnan, of Picton, Ont., Fred Stevens, of Hartland, N. B., S. J. Dornan, of Alameda, Sask., W. A. Fry, of Dunnville, Ont., L. J. Ball, Vernon, B. C., George Pearce, of Waterford, Ont., and John McKenzie, of Strathmore, Alta.

Thursday's Social Features

This closed the business for Thursday. The social features of the day included a luncheon to the men by the Canadian Club in the Hotel Vancouver, and a luncheon to the women by the local women's press club. In the evening there was a "clam bake" on Jericho Beach in the neighborhood of the city, the visitors being taken there in automobiles, and regaled with clams and music and other refreshments. The "clam bake" was given by the B. C. Institute of Journalists. A special newspaper, "The Weakly Clam" was issued by the local journalists for the edification of the visitors.

Some of the bulletins in this Weakly Clam had reference to the visitors in the following:

Renfrew, Ont.—Consternation reigns in the office of the Mercury. Since the departure of Editor Davies for the Coast the circulation has doubled. Efforts are being made to have the publisher retire in Vancouver on a subsidy. The Journal has already been compelled to close its office.

Vernon, B. C.—The News today prints a scathing personal denunciation of J. A. McKelvie, member for the riding. It views with alarm another possible increase in his sessional indemnity.

Montreal—Grave concern is manifested over the peculiar performances of some of the oldest and most respected journals in the provincial weekly field. Put to bed in the usual

The Weakly Clam

Vol. I. No. 1 — Spanish Banks, June 9, 1921 — Souvenir Edition

PLEASANT TIME ABOUT TO BE HAD

What Visiting Newspapermen May Expect

Scenery Is Chief Feature of Alleged Clam Bake

THE EASTERN CLAMMER

IT IS REALLY QUITE MOST EXTRAORDINARY MARVELLOUS!!! THE SUPPLY SEEMS TO BE INEXHAUSTIBLE.

WELCOME TO OUR CITY

Big Brother: Dig it! There are no blanks

BULLETINS FROM THE EAST

By Canadian Suppress

Renfrew, Ont., June 9—Consternation reigns in the office of the Mer-

HOW IT LOOKS TO A DAILY MAN

Reporter's Dream of What a Country Editor Isn't

Benignant Father Confessor in His Cosy Sanctum

THE WEAKLY CLAM CAME TO LIFE IN HONOR OF THE VISITORS

careful manner, the St. Maurice Valley Chronicle, the only English-speaking paper in Three Rivers, came out in French, while "L'Eclaireur" appeared in English under the title "Moonshine."

A somewhat similar catastrophe occurred when the temporary publisher of the Pictou Advocate tried to get "Our Late Lamented Editor" in 18-point type in a single column.

Fred Kennedy, of Washington University, again held the floor on Friday morning, driving into his audience, with numerous illustrations, the necessity of knowing exactly the cost of turning out a job, in order to know what the customer should pay.

"By following this rule," said Mr. Kennedy, "you will make the banker come to you, instead of you going to him." He also severely condemned any customer, who, when asking for a price on a printed job, would quote the price offered by a competitor. Mr. Kennedy advised his hearers to turn such a man out of their office promptly, not only because such conduct is dishonorable, but because the statement is almost certain to be a misrepresentation. "I don't know one customer," he said, "who has installed a cost system, who is not making money."

Is $2.00 Too Much for the Weekly Paper?

The paper of Lorne Eedy, of the Walkerton Telescope on "Is the $2 Subscription for Weekly Newspapers Too High?" was read by the president in the absence of the author.

A few years ago a weekly publisher in Eastern Ontario sold out his business, and took a salaried position on a city daily because he resented being introduced to distinguished visitors as "our village printer." And it is only too true that in years gone by the term "country printer" was often associated in the public mind with a care-worn type of individual, always hard-up, and unable to pay his bills, in fact a typical Hank Sluggs. I am one who believes that the local newspaperman, whether you call him "printer" or "publisher", has one of the most important places to fill in the life of the community. That he has not in the past years enjoyed an income commensurate with the service he renders to the public, has been nobody's fault but his own. The weekly publisher is coming to realize that fact, and it is gratifying to note the progress that has been made of late through the work of our association, through district organization, in co-operation with our central office, and through cost education, towards putting the weekly newspaper business on a better financial basis. Yet, after all the splendid record of accomplishment to which we can point with some pride and satisfaction, I believe I am safe in saying that the returns of the average weekly office are not yet commensurate with the profits that are realized in other vocations requiring equal ability, the same amount of training and a similar investment of capital. While we have been steadily improving our position, we have not yet come to the point where the average weekly publisher is receiving a fair return for his services.

Costs More Than $2

Is the $2 rate for weekly newspapers too high? From the standpoint of cost production it is not high enough, for it is less than actual cost. I can do no better, perhaps than take our own office as an example of an average-sized weekly newspaper business. We figure it costs us $2.85 per subscriber to produce our paper. For job printing we get Franklin rates, for advertising we charge C. W.N.A. card rates, and for subscriptions two dollars a year in advance, but to place our business on a thoroughly profitable basis a three dollar subscription rate would not be out of the way. Does that sound high? Well, thirty years ago the cost of living was a mere fraction of what it is today, and yet many newspapers were then two dollars. To be proportionately high now would mean a $5 or $6 rate. Had not weekly newspapers a few years ago been obsessed with the erroneous idea that they could not advance their subscription rates beyond those of the Dollar Daily, they would have adopted the one-fifty rate years before they did, and the two dollar weekly would long since have been universal. Today, with the rural mail bringing all classes of publications within easy reach of everybody, the little home weekly is more popular than ever, and the weekly publisher must realize, as never before, that he occupies an exclusive field of his own, and that outside publications are not in competition with him in that field. The local weekly is not, and cannot be, from the nature of its constituency, a mere advertising sheet, depending for its chief revenue upon its advertisers as does the city daily. On the other hand it renders to each and every member of the community a valuable service.

Bruce county publishers, who were among the pioneers of the one-fifty rate in our association, and were among the first to adopt the $2 rate, will tell you that they have at all times found the public willing to pay a fair price, and have had no more difficulty getting the new rates than the old ones.

While one has to admit that there are weekly newspapers not worth their subscription price, if indeed the paper they are printed on, I believe there is room for a local newspaper that is worth to its subscribers all that the publisher requires to charge to show a fair profit. In many cases it is the paper and not the town that is to blame when the public fails in its support. Sometimes we hear a weekly publisher berating the merchants for not advertising, or denouncing the people in general for not showing interest in his paper. Invariably that man is not living up to his opportunity. It is much better to give the people of your community a paper of which they can be proud—the kind of local paper a live community deserves —and the subscription rates will be of secondary consideration with your readers.

The Point Was Discussed

Considerable discussion followed. Several of the members admitted candidly that they did not think their paper contained enough news to justify charging more than a dollar a year. Others were of the opinion that a charge of two dollars was difficult, in view of the competition from the weekly editions put out from daily offices, and sold at a low rate.

"Two dollars a year is not high enough," said J. G. Keefer, of Norwood. "The subscribers are not paying fifty per cent of the cost of producing the paper."

"When I raised my price from one dollar to $1.50," said Wm. McDonald of Chesley, "I did so with fear and trembling, but the results were so satisfactory that I afterwards raised it to two dollars without a qualm."

The president, W. Rupert Davies, of the Renfrew Mercury, said he was charging two dollars, and had given serious thought to whether he ought not to raise it another fifty cents.

The discussion reached no definite conclusion, but served to develop the general feeling that a fairly high subscription rate has a good effect, not only financially, but in stirring up the editor to get out a better paper in order to justify himself to his public.

A. R. Brennan, of Summerside, P.E.I., seconded by J. E. Fortin, of Beauceville, Que., offered a resolution, recommending to the board of directors that next year's meeting be held in Halifax.

"Provided the transportation can be arranged," interjected Mr. Sayles.

The resolution was adopted, but with the understanding that it is not to be altogether binding on the directors, unless they can see their way clear to carrying it out. The president intimated that there might be difficulties in making such a long trip next year.

A Circulation System That Will Work

The following splendid paper was given by Hugh Savage, Managing Editor of the Cowichan Leader, Duncan, Vancouver Island, B. C. It deals with a matter of great interest to the publisher. In too many weekly offices there is no record of the circulation apart from their list, an extra of which is pulled each time the monthly "correction day" comes around

SEVEN AND A HALF years ago I was translated from the news end of a daily to the charge of a weekly newspaper; from being a cog in a great machine to become the "whole works." I knew very little about the business operations of a newspaper, and the complicated art of job printing was as Greek to me.

However, thanks to trade journals, the Canadian Press Association and the United Typothetae of America, a wonderful vista of opportunity soon unfolded itself. I am not especially interested in circulation problems. All the branches of our business appeal to me. In every one of them you and I see vast room for improved methods. Each of us is, or should be, striving for perfection. I do not claim that we have reached perfection with the Cowichan circulation system. I do claim that it suits us and suits our district. It may suit some of you.

On taking over the Leader, the system I found may not be unknown to some of you. There was a weird species of register, with names misspelled, and dates all over the place, and a dusty assortment of tabs in perforated receipt books. We were printing 1,600 papers weekly, and the revenue from circulation at $1.00 a year was $824.45!

Another discovery was that we employed three carriers at fifty cents per week, or $78.00 a year, to deliver to their homes 100 copies of the paper, for which we received $100—if we collected it all. We now send all our papers through the mail.

Every other day there was some complaint.

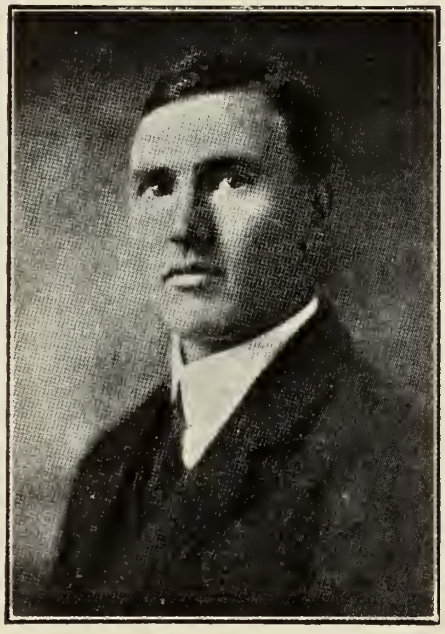
One of my first acts was to go through what records there were. We employed a youth temporarily to collect subscriptions, and we revised the mailing list. Result, 400 names lopped off at one go.

There Were Many Problems

Under the old system a new subscriber would pay his $1.00, let us say, on June 1st. This carried him to June 1st next year. Some of you have card indexes by which you remind your subscribers when their subscriptions run out. I found traces of that system in our office. The trouble with us was that to get that $1.00 renewal we sent out up to three notices, costing in time, stamps and stationery at least 25c, and, after that, ceased to worry until the subscriber remitted or came in—or, as many did —ceased to worry too.

Often a man came in around December 1st, produced a last year's receipt, showing that, on August 1st last he had paid $1.00, and claiming that the $1.00 he was about to pay entitled him to the paper for a year from August 1st. This was the subscriber who began on June 1st. Result, argument, dissatisfaction on both sides.

Something had to be done. One Sunday afternoon,



HUGH SAVAGE

talking of my troubles to my wife, as we rambled in our beautiful countryside, she asked me why I did not make all our subscriptions fall due on one date, as they did in many English weeklies. That settled it.

In July, 1914, we sent out circulars. They ran thus: "The problem of handling subscriptions is one which for long has proved a source of considerable expense and

Mailing List Revision for Issue of June 2nd 192 1 Issue No.22

ADD NEW SUBSCRIBERS PAID IN ADVANCE

	List	NAME AND ADDRESS	Ck	Card No.	Expires	
1	Victoria	A.B.Jones,45 Vancouver St.		1212	52	
2	England	R.S.Smith,"Oak Park",Malvern Worcestershire,England		4676	"	
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						

Mailing List Revision for Issue of June 2nd 192 1 Issue No. 22

CHANGE

	From List	NAME AND ADDRESS	To List	Ck	Why	Date
1	Duncan	P.T.Robinson, Nelson,B.C.	B.C.		V.R.	2/5/21
2	England	Miss Moss,	Duncan		Retd.	6/5/21
3						
4						
5		Remarks. Line under Nelson,				
6		means that this has to be re-set.				
7						
8						
9						
10						
11						
12						
13						
14						
15						

SOME OF THE FORMS USED IN THE COWICHAN LEADER OFFICE

trouble to the newspapers, and to their subscribers. With your assistance we feel that all this can be largely mitigated.

"We intend to make all subscriptions fall due on the first of January in each year.

"Your subscription for another year became due....
.....

"Will you please remit, in enclosed envelope, either .....cents to pay for your paper until December 31st, 1914, or $....., to pay for your paper until December 31st, 1915."

We had worked out how much was due from each, and the system went splendidly. By midsummer, 1915, everything was in order. Every one of our subscribers was paid up to December 31st of that year. Each succeeding year has told the same story.

It was not until the end of last year that I got round to putting in proper shape the office records of this system.

On our counter now stand card index boxes holding 3 x 5 cards. Their colors denote locality, such as "city and surroundings," "south," "north," "west," "Canada," "British" and "foreign." Each card has a distinctive number and every name on the mailing list appears there, paid or complimentary. Complimentary are kept separate and on the card is written advertiser, ad. agency, exchange, complimentary, as the case may be.

In November we have printed receipts 2 1-2 x 4 1-2 inches, and on them is affixed the subscriber's name. The mailing machine does this. We then sort the cards into post office divisions to correspond with the mailing list and place each subscriber's receipt next to his card in the box. This enables us to find the card more easily, and also to know how each sub-district is paying up.

When a subscriber comes in to pay, all that is necessary is to take out his card and receipt, place a date stamp on both, hand receipt to customer and place his card in the paid box. His card bears space for ten years' subscriptions, a fact on which a little pleasantry may be hung.

	DISPOSITION	NAME	CARD NO.
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
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23			
24			
25			
26			
27			
28			
29			
30			

ONE OF THE FORMS USED IN THE LEADER OFFICE

Remittances by mail are acknowledged by a receipt enclosed in the newspaper.

We have a little book in which appear the records of each day's subscriptions paid. It simply shows one date at the top, and a row of subscribers' numbers and payments underneath. The cash is kept separate and at the end of the day this is turned over to the bookkeeper, who checks it and makes one cash book entry instead of as high as sixty.

The card index furnishes us with the names and numbers. To get the numbers and names we have a numerical register, 8 1-2 x 11, loose-leaf, 30 lines to the page. This enables us to give agencies or others "up to the minute" information of our total circulation and its distribution. We cannot all take advantage of the A.B.C., but we can devise means to keep us from injuring the truth concerning our circulation.

What are the advantages of this Cowichan circulation system?

It reduces mistakes and complaints to a minimum.

The publisher knows when every subscription becomes due. The subscriber knows it, too.

It affords an opportunity for publisher and subscriber to meet at a happy time of year, one of the occasions when out-of-town residents come in.

It eliminates constant watching of the old style list as subscriptions fall due month by month.

It cuts down bookkeeping and entries to the minimum. There is enough detail in our business to bear reduction.

It gives the publisher more time to get after non-subscribers.

It is of most material assistance in financing business. Our balance sheet for seven years past has shown several hundred dollars against "Subscriptions paid in advance."

The only arguments against the scheme are those which appeared in the Inland Printer of November, 1919. They can scarcely be called arguments as the writer commends the plan in general, but feels he is "too old fashioned to like the idea in its entirety."

He is afraid it would mean too much work all at once, take the full time of one person and give the clerks a "rest spell" for the rest of the year.

Experience supplies the answer. By the second week in December last our subscribers began coming in or sending in. On December 20th, 138 had renewed; by January 31st, 791 had done so. Our biggest day was Dec. 31st, when 61 paid. This meant between one and two hours' work. The average in January was 25 a day.

By February 28th, 987 had paid; by March 31st, 1070; by April 30th, 1120, and by May 20th, 1150.

There are a few yet to come along. In the first years of operating this system we gave subscribers until January 30th to pay up, and then used the axe mercilessly. Most of the "axed" came back. We have since modified this. Each of us can help the soldier settlers by extending a little credit.

We used to give notice simply through our advertising columns. Last year we mailed out a reminder and a questionnaire, based on that used by the Toronto Globe, The information thus secured amply repaid us.

Getting the Opinion of the Reader

Here are actual samples of replies:

"I read everything in the paper." "No suggestions to make. Your paper contains a little of everything and that should satisfy any one." An unpaid correspondent wrote back, "Get rid of the present editor. Should have a paid correspondent in this district and be up to date." As he is a real illustration of a "horse marine," and di-

vides his days between yachting and land clearing, a little hot air was to be anticipated.

But, seriously, the replies showed how great an interest our people take in reading advertisements, local items, editorials and sport.

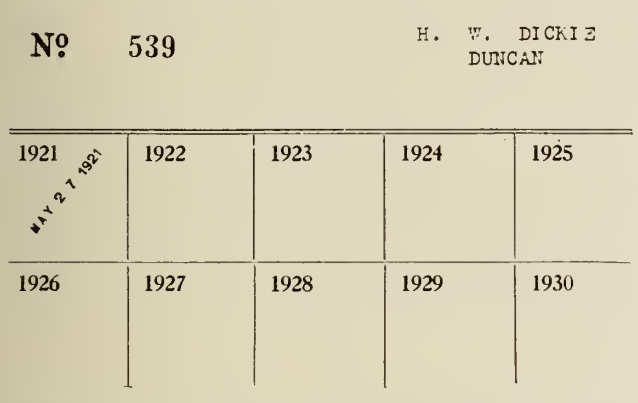
Among the wants, apart from general improvements suggested for the district, were garden hints as well as farm topics, market prices, children's column, jokes. Another wag wanted us to "publish every day, Sunday as well. No objection to slight increase in rates."

In our Condensed Advertisement column we advertise the price of the paper during the current month to the end of the year, thus: January, $2.00; February, $1.80; March, $1.65; April, $1.50; May, $1.35; June, $1.15; July, $1.00; August, 90c; September, 75c; October, 60c, and November, 40c.

In December we state that the price to December 31st of the next year is $2.25, and lessen the amount to correspond with the lessening weeks.

In 1914 our subscription price was $1.00. Some of our subscribers said: "Why don't you raise the price? We might remember then when our subscription fell due." This was under the old system.

We intended to raise the price to $2.00 on January 1st, 1915, but the war came on. Out of a population of



THIS IS THE CARD ON THE BACK OF WHICH MR. SAVAGE PROPOSES TO GATHER BIOGRAPHICAL DATA— THE ORIGINAL IS MUCH LARGER.

6,000, there went 1,500 of our men, 160 of whom cannot return. The paper dropped to four pages, sometimes set in six point, but we were able to send, each week for four years, an average of 200 copies free to our men overseas.

In 1916 the raise to $1.50 was effected, and on January 1st, 1920, we entered the $2.00 list. We have had no trouble in getting the increased price, which after all, is the standard pre-war price among British Columbia weeklies.

The importance of the mailing list in relation to circulation makes it imperative to have the list always correct in every detail and always up to date.

To ensure this end we have devised a system which repays the little time spent on it. We distinguish paid from unpaid circulation by placing an asterisk before advertisers, "Z" before advertising agencies; "X" before exchanges; and "C" before complimentary.

Our list is corrected each week from forms, 7 x 8 1-2, colored according to six classes. These are: Add, New Subscribers, Add, Complimentary; Add, Advertiser's Checking Copies; Change; Corrections and Kill.

These forms enable us to tell exactly why changes were made, and prevent us carrying complimentary names, such as short term advertisers, beyond their proper limit.

The mailing list is checked each week with these sheets.

Here are some of our plans for the future. We intend to use the back of subscribers' cards for biographical details. How often are we called on to write obituaries of better men than ourselves, and are at a loss to do them justice?

Our counter sales are small, but we are devising a form to tell us each week details of number of copies printed; distribution of paid circulation among subscribers, news agents and counter sales; and distribution of unpaid circulation among advertisers, agencies, exchanges, complimentary and office.

One can carry detail too far, but the more one knows about his own business the less risk is there of failure and error.

Circulation is the life blood of the newspaper, but it must be the red blood of "paid in advance." The heart of the weekly press would, in many instances, beat more regularly if its subscriptions came in the one annual stream instead of fitfully throughout the year.

The preacher and practice do not always go together. I am venturing some advice to myself to well as to you.

First, be proud of your newspaper. Aim to make it the model for the Canadian weekly press. There is no need for clubbing offers, contests or such like. The banker, wholesaler, retailer, does not think such methods are good business for him. Neither are they for us. We are selling newspapers, and if they are not worth the price, it is for us to make them worth it.

Second, know your district. There is nothing like the personal touch. The best advertisement of your newspaper is yourself.

It is no small feat to arrange satisfactory country correspondence, but it can be done. Its returns measure up to the effort you employ. Every newcomer should be welcomed personally or by letter, and should receive sample copies of his local paper.

Your list of non-subscribers is, perhaps, more important than your subscription list. Voters' lists, postmasters, your own pages will enable you to compile a list.

See that every subscriber is mentioned by name during the year in your paper. Be careful to spell every name correctly.

Get maps of your district showing where your circulation is.

Finally, have a folder marked "Ideas." When you have an idea, jot it down, stick it inside the folder, and do as I do—forget all about it. Here, however, is one idea, that of a paid in advance circulation system in which all subscriptions become due on one date in the year. I call it the "Cowichan Circulation System."

Election of Officers and Other Business

On the recommendation of the nominating committee, the following officers were elected, the choice in each case being by acclamation:

President, V. C. French, "Times," Wetaskiwin, Alta.

Immediate Past-president, W. Rupert Davies, "Mercury," Renfrew, Ont.

First Vice-president, A. R. Brennan, "Journal," Summerside, P.E.I.

Second Vice-president, Edwin Fortin, "L'Eclaireur," Beauceville, Que.

Secretary-treasurer, the manager, E. Roy Sayles, Toronto.

Board of Directors: J. A. Maclaren, Barrie Examiner; Lorne Eeedy, Walkerton Telescope; F. A. Davis, Central

Canadian, Carleton Place; J. G. Keefer, Norwood Register; J. L. Cowie, Carberry News-Express; C. Kerr Stewart, St. Maurice Valley Chronicle, Three Rivers, Que.; Rev. A. H. Moore, St. Johns, (Que.) News; John McKenzie, Strathmore Standard; Hugh Savage, Cowichan Leader, Duncan, B.C.; Fred Stevens, Hartland (N.B.) Observer; H. R. Arenburg, Lunenburg Progress Enterprise.

The name of S. R. Dornan, of the Alameda Despatch, was suggested by the nominating committee as representative of that province on the board of directors, but considerable opposition developed, apparently because of local difficulties connected with the recognition of a certain advertising agency. The name of S. M. Wynn, of the Yorkton Enterprise, was also offered, and on a ballot being taken Mr. Wynn was elected by a vote of 86 to 46.

V. C. French, the new president, has been vice-president of the organization for the past two years. He is a native of Oshawa, Ont., but his parents moved to Huron county shortly after his birth. He began his experience as a printer on the Exeter Times. He moved west in November, 1900, and the first number of the Wetaskiwin Times was issued March 22, 1901. It is an eight-page paper, and all home-print.

Resolutions and Pleasantries

Resolutions of thanks were tendered to the transportation companies, the local organizations in Vancouver, the public authorities of this and other cities, and all who have aided in making the convention a success. Other resolutions adopted were:

Recommending to the universities of each province that they add courses in journalism to their curricula, as has already been done by Ontario and Manitoba, and generally throughout United States.

Recommending the adoption of a uniform system of cost finding by the entire membership.

Declaring it inadvisable at present to make any move towards shorter hours, and consequent decrease of production.

Requesting the board of directors to join with other organizations in launching a campaign for greater production, and for the use of goods made in Canada.

The question of taxation was dealt with in a resolution which read as follows:—That from information at hand, this association is satisfied that the license fee of $2, and the sales tax of three per cent on job printing must be paid, and we would urge that all members who have not already done so, at once apply for their license and pay the tax. We would, however, recommend that the manager continue his efforts with the powers at Ottawa, to see that the newspapers are placed in the same classification as business of similar nature with respect to this tax.

A Difference of Practice

The discussion brought out the fact that quite a proportion of the members have hitherto ignored the tax altogether. It was pointed out to them that they are incurring the danger of being required some day to pay it in a lump sum, and as they will then be unable to pass it along to their customers, the whole amount will have to come out of their own pockets. The manager said that he and the president had interviewed Hon. R. W. Wigmore, and there can be no doubt that the government takes the view that the tax must be paid. The resolution was adopted, but with the understanding that all hope need not yet be abandoned. The expectation of the optimists among the members is that the rule which will eventually be applied to job printers will be the same as to tailors, that is to say, that when the goods are made directly for the consumer and by his order, the tax will not apply.

At the close of the business, sterling silver vases were presented to Frank J. Burd, of the Vancouver Province, and to the retiring president, W. Rupert Davies. Canes were presented to J. J. Hurley of Brantford, and Fred W. Kennedy, of Washington University.

The rest of Friday afternoon was spent taking a drive to Stanley park and other points of interest in the vicinity of Vancouver. In the evening the visitors were the guests of the Capital Theatre. Saturday morning they departed for Victoria, where a programme of entertainment awaited them. They returned to Victoria Sunday afternoon and departed that evening for home.

Alberta Editors Hold Convention in Edmonton

And Greeted the Main Press Party From the East

UPWARDS of forty editors and publishers of the province of Alberta held their annual convention in the Hotel Macdonald, Edmonton, on Saturday, June 4th, many remaining over to join the C. W. N. A. press party on the following Monday, bound for the Dominion convention at Vancouver. Several, unable to attend, sent regrets, as they were working to the last minute in order to go to Vancouver, while others in the south of the province had already started for the Coast. On Monday the party met the Saskatchewan delegates, and the special train from the east with the main party of C. W. N. A. members bound for Vancouver. During the forenoon, the Authors' Association, and the Women's Press Club held receptions, and in the afternoon the Board of Trade provided autos for the visitors to see the sights, winding up with a call at the government house, and a dinner and entertainment at the University of Alberta in the evening.

Must Protect Small Office

In the absence of J. H. Woods, of the Calgary Herald, the president, who is on a visit to China and Japan, W. J. Huntingford, first vice-president, occupied the chair. In his address he referred to the illness of Mr. Woods; to the larger attendance at conventions; to the growth of the district organizations in Alberta, and to the desirability of delegates getting after prospective members that the association may be strengthened, and welfare of editors promoted. In this way publishers might hope to receive a fair return for their labors, and the good influence of the press would be maintained in the land.

The report of Mr. Huntingford, who was a delegate from the association to the last conference of the Employing Printers with the Employees, was read and approved, it being considered important that the interests of the small country publisher should be protected to a reasonable extent as such offices are training grounds for the trade, and should be cared for.

The committee on Journalism reported that a short course could be arranged at the University of Alberta between August 15 and September 1st, but owing to the convention at Vancouver this year, it was deemed advisable to leave the matter to the new executive.

A Capable Secretary

An expression of appreciation of the secretary's work was contained in a motion by Mr. D'Albertanson and Mrs. Derret. It was a matter of general comment that the bulletins were splendid, and it was hoped that they might appear more frequently. Provision was made that the secretary's fees in both associations should be paid, as well as giving him all the printing, with remuneration therefor and expenses, and while it was the general desire that the same officers should continue their work, as

they had got along so well, they asked that the work and the honors should be passed around so that the work should be co-operative.

In memory of the late M. R. Jennings, "father of the association in Alberta," a motion of condolence, as passed by the executive, was read and in convention assembled, approved by standing silent vote.

Finances and Officers

The treasurer's report showed a total of 43 first members and four second members, having paid in $225. After paying $80 for bulletins and caring for incidentals, there remained over $100 on hand.

Election of officers resulted as follows:

President, W. J. Huntingford, Wainwright Star; first vice-president, John Mackenzie, Strathmore Standard; second vice-president, A. R. Ennis, Leduc Representative; secretary-treasurer, L. D'Albertanson, Chauvin Chronicle.

Executive, Mrs. Derret, Pincher Creek Echo; Miss Jean Grant, Market Examiner, Calgary; R. C. Whillans, Peace River Standard; V. C. French, Wetaskiwin Times; John Torrance, Lethbridge Herald, and the ex-officio member, to be made known after the Vancouver convention.

Work in Various Districts

Reports of the various district organizations were a feature of the afternoon session. For No. 1, Mr. Oxley, of Fort Saskatchewan, reported, for No. 2, Mr. D'Albertanson, of Chauvin. No. 2 included the towns on the G. T. R. from Chauvin to Tofield, and at their April meeting they had drawn up an advertising rate card, and a job price list, which had been circulated generally. District No. 3 had been organized in April at Wetaskiwin, with seven out of nine papers represented, said Mr. French, and much had been accomplished by a round table conference about subscriptions, job work and advertising rates. District No. 5 reported that they had adopted a price list similar to that of No. 2. District No. 8 had organized at Drumheller, reported Mr. Quick, and among other things had written a concern at Lethbridge of their unfair attitude in asking publishers to secure orders for them of counter check books, and later solicit these firms by mail for orders for cheap letter heads, printed on a counter check book machine. Mr. Evans reported 100 per cent attendance at the meeting of No. 9, at Bassano. Various topics were taken, such as advertising, linotype, job work and subscriptions. Having attended Dominion and provincial conventions, he considered that the district meetings were far the most beneficial to the publisher, and if each division is worked up, it will be of great assistance to the association. Mr. Jessop, of Nanton, reported a very successful meeting of district No. 10. They had dealt with the matter of fly-by-night papers, not bonafide publications, which were rather an annoyance in their district. Job work is generally being done on the Franklin price list. Mrs. Derret had, unfortunately, been the only one of District 11 at Macleod, so the meeting had not been held yet. Although the papers of the great north country had not been included in any of the organized districts, the publishers there lived tolerably at peace—at Peace—stated Mr. Whillans as he took occasion to remind his hearers of the great northland.

A voice:—"You have a little oil there, too."

"Certainly, that is why I speak so smoothly," came back the speaker, as he went on to tell of the opening of the government telephone system some little time ago, when the two editors at Peace River had been permitted to celebrate the opening of the system by a conference by wire with the editor at Grande Prairie. He hoped that this was the beginning of a district organization in the north.

Agencies and Business

Agency advertising proved a lively topic, and the form of contract, and whether it is a legal contract, was discussed, along with rates paid and what constitutes a fair commission.

Members with complaints were referred to Manager E. R. Sayles, of the C.W.N.A. The editorial aspect was an interesting topic, as introduced by Mr. Torrance, and followed up by Mr. Galbraith and others. The necessity for strong editorials was pointed out, as this would do much to build up better papers with a greater influence.

Reference was also made to the need of both Dominion and provincial governments using more advertising campaigns to acquaint the people with the effect of new legislation, and the need of developing this new business. Hon. Frank Oliver, pioneer newspaper editor of Alberta, made a short address which was well received. Reference was made to what the speakers termed an evident error in having the letter heads and bulletins headed "Alberta Division—Canadian Press Association." This action was, however, defended and justified by reference to the minutes, which proved that the organization had adopted that heading so as to include dailies, weeklies and trades in the province of Alberta, each section being responsible to their respective Dominion organization. In case any change of name is needed, executives were instructed to take a postal vote of members. Several members expressed themselves as favoring the adoption of the inclusive name, Alberta Press Association, if any change is made, and the matter will be dealt with at an adjourned meeting of the executive at Vancouver. Votes of thanks were passed to the railway companies, to the Macdonald Hotel, to Mr. Sayles, to the retiring officers, to the speakers, Hon. Frank Oliver and Mr. Burgess.

The Publishers Present

The register was signed by W. J. Huntingford and wife, Wainwright; H. Oxley (late manager Athabasca Herald, defunct, now manager of the Fort Saskatchewan Conservator); Annie H. Derret, Pincher Creek Echo; L. D'Albertanson, Chauvin Chronicle; G. W. Davidson, Czar Clipper (and delegate also for Provost News), G. S. Duncan and wife, Drumheller Mail; J. W. Johnstone, Alliance Times; Charles O. Smith, Calgary Herald; A. Z. Jessop, Nanton News; W. Park Evans and wife, Gleichen Call; Jean A. Grant, Market Examiner, Calgary; Robert N. Whillans and wife, Peace River Standard; John MacKenzie, Strathmore Standard; J. E. Wodell and wife, Alberta Farmer, Calgary; Charles W. Frederick, Peace River Record; J. A. Housiax and wife, Coronation Review; F. W. Galbraith and wife, Red Deer Advocate; George Gordon, Ponoka Herald; E. G. Quick, Youngstown Plaindealer; A. R. Ennis, Leduc Representative; John Torrance, Lethbridge Herald; V. C. French and wife, Wetaskiwin Times; J. D. S. Barrett, Delia Times; G. R. Westland and wife, Innisfail;W. Worton and wife, Tofield; H. E. Osmond, Didsbury Pioneer; Charles Clark, High River Times; Jas. Stoddart, Tugaskie, Sask., registered as a guest.

Where Agencies Come in

The evening session was largely devoted to the topic, "Agency Relationships," being opened by J. Burgess, head of the Crawford-Harris Advertising Agency, Edmonton branch, and followed by a general discussion. Mr. Burgess suggested that Alberta publishers should adopt the standard form of rate card as approved by the C. W. N. A. and adopt rates graded according to circulation, otherwise the weaker papers will suffer in the distribution of foreign advertising, and he gave the opinion that agencies cannot operate on less than twenty-five per cent commission. The attitude of the Alberta Association about commission on government advertising placed by the provincial treasurer was discussed, and Mr. Burgess said he hoped they would reconsider their stand and get behind the agencies with support, otherwise they would be unable to develop any further government advertising. He referred to display advertising only, and not to legal notices.

Mr. Gordon, of the Ponoka Herald, who was in business before the days of recognized agencies, was inclined to give the agencies hearty support, and believed in fair rates made according to circulation. Mr. Worton, of Tofield, made a splendid case for the small paper, that had

a limited circulation, but covers its own field better than any other medium does, and is entitled to a decent rate. There was no reason, he claimed, why a foreign advertiser should receive a lower rate than the local advertiser. Another member declared that the advertising placed by agencies made the worst muddle on his books, and out of 28 errors, only one was his own, and in 27 cases the agencies had endeavored to pay him short for various reasons. Mr. MacKenzie gave it as his opinion that as publishers spend several hours per week soliciting ads, and changes of copy, from local merchants, they should be agreeable to pay the agencies for their services. Messrs. Quick and Galbraith both expressed themselves as doubtful of the justice of paying the agencies a full commission on government display advertising, else the publishers should find themselves worse off in the end, as in the case of bank advertising, which was placed through the agencies after the bulk of it had been secured locally by the publisher. Others rapped the agencies for demanding everything in the way of rates and positions. President Huntingford declared he firmly believed that the Alberta Association should accept the recommendation of the executive to act as their own agency as Manitoba and Saskatchewan were agreeing to do; the plan to be presented to the Alberta executive in Vancouver. Mr. D'Albertanson referred to the advertising campaigns of the Saskatchewan Association, and to their work in general. He paid them a compliment when he said as a member of the Alberta executive, he must say that much of the credit for results achieved in Alberta had been due to the Saskatchewan association which is the most virile in the west. Now that there was one recognized agency in Alberta, he felt there was room for another besides the association, and he did not favor granting any exclusive franchise. Mr. French expressed the opinion that home print papers can use all the advertising they can get, as well as some of the ready-print papers which were not represented at the meeting. He was satisfied that the local agency should be encouraged.

In seconding the motion, Miss Grant stated that eastern agencies had looked over the field, and had generally concluded that it was not worth while, so Mr. Burgess, as an advertising specialist here, is doing good work. The matter of commission on government advertising was referred to the executive with power to take a postal vote if needed. Previous to adjournment, sample rate cards "Alberta Alert" were distributed.

An Important Point Settled

At the Alberta Press convention, a query about postal rates on newspapers brought forth various comments upon the practice common at different points. Some postmasters refuse to accept copies of newspapers from the publishers during the week without stamps being affixed, and this action was questioned. Miss Grant of the Market Examiner, Calgary, who was present, stated that she had recently taken the matter up, and found that the special rates granted newspapers applied only upon publication day. Other publishers stated that where a bundle had been missed or returned for re-direction, postmasters generally had accepted them, but demanded postage stamps to be placed on single copies sent out during the week.

Ontario Daily Publishers Gather at Guelph

Cannot Recommend Decreases In Advertising or Circulation

PUBLISHERS of Ontario daily newspapers in their quarterly session at Guelph, June 14, discussed many matters of very considerable interest to the membership. The trouble was that the time at the disposal of the meeting proved too short to complete the discussions that were opened. Working conditions, and office matters were taken up largely in the morning. It was quite evident that there was strong objection to any move that was going to shorten the hours of work in any of the offices.

The sessions were held at the Guelph Country Club, the morning session adjourning for lunch, which was served in the Country Club. The business of the day was taken up again after lunch.

Those in attendance were: W. J. Taylor, Sentinel-Review, Woodstock; F. J. Taggart, Border Cities Star, Windsor; W. B. Preston, Brantford Expositor; B. G. Gummer, Guelph Herald; A. R. Kennedy, MacLean Publishing Co., Toronto; A. Partridge, manager of the Promotion Department of the C.D.N.A., Toronto; H. B. Muir, London Free Press; A. C. Woodward, Chatham News; W. B. Burgoyne, St. Catharines Standard; R. M. Glover, Peterborough Examiner; W. J. Motz, Kitchener News-Record; Frank Adams, London Advertiser; K. W. O'Beirne, Stratford Beacon; H. Gummer, Guelph Herald; S. Stephenson, Chatham Planet; A. D. McKenzie, Sarnia Canadian-Observer; Chas. Dingman, Stratford Herald; H. B. Burgoyne, St. Catharines Standard; George Davis, Hamilton Herald; C. S. Bean, Kitchener Telegraph; W. Wallace, manager of the C.D.N.A., Toronto; L. H. Dingman, St. Thomas Times-Journal; H. M. Gadsby, St. Catharines Standard; R. J. Sallans, Border Cities Star, Windsor; Stuart H. Cant, Galt Reporter; H. J. Foster, Galt Reporter; W. E. Dempster, Brantford Expositor; J. I. McIntosh, R. M. Hamilton, and W. Templeman, Guelph Mercury; T. H. Kay, Kitchener Record.

K. W. O'Beirne, manager of the Stratford Beacon, brought up the matter of maintaining the present rates on both advertising and subscriptions. He admitted at the outset that it might have been possible for rates to have been raised too high in some cases, but great care was necessary, because, if some papers started to lower subscription rates particularly, it might prove embarrassing to others, and start a rate war which none of them could stand. Fear was expressed that the unwarranted cutting of rates would rob the industry of the improved status which it has attained.

"We all know," said Mr. O'Beirne, "of the mortality in the newspaper world during the past five years. In the United States several thousand were forced out of business by advancing costs. In Canada, many good newspapers, some even in our larger cities, previously considered prosperous and well established, met the same fate, while those that remained had a strenuous time of it, and perhaps, might even have fared likewise, did not government intervention prevent the rise in the cost of newsprint for a time at least."

Does not this prove that there was something wrong with the newspaper industry in pre-war days? Were newspapers not valuing their work and product too lightly—so lightly that when the emergency arose in 1914, and their opportunity to be of service to the nation and community was greater than it ever had been before, the strain of serving the public, as the public had a right to be served at such a time, co-incident with a slump in advertising and a jump in costs, proved, to say the least, a difficult problem for even the most prosperous.

Are newspapers not to profit by this experience, and is a similar emergency never to rise again? Without being pessimistic, we must entertain that possibility if we consider the still unsettled state of many parts of Europe and of the far east.

If the newspaper industry had been upon a proper financial basis in 1914, would it not have had reserve funds

to cope with such an emergency, just as certain firms are drawing on reserves to tide them over the present period of depression.

Even now, contended Mr. O'Beirne, there is nothing to show how long the present depression will last, and it may have a very pointed effect on advertising revenue before it is through. Some of the reasons why prices should be maintained were given as follows:

Newsprint is the only considerable item in which there is a decline in cost. And if it goes to $95 a ton, that will be $5 per ton higer than it was a year ago this spring.

It is certain that labor costs will not be lower for a year at least, while there is a possibility of costly labor troubles should an endeavor be made next year to extend the 44-hour week to the newspaper branch of the industry.

There is littlc likelihood of a decrease in the salaries of editors, reporters or other executives, if we are to attract men of the right type and ability. The demands made upon their time and energy entitle them to greater recognition than they received, in many cases, before the war.

The service of the newspaper has increased considerably and must continue to improve if it is to retain the foothold it has gained.

If, in 1914, publishers could charge two cents for their newspapers, with newsprint selling around $45 a ton, why can they not honorably defend a charge of three or three and a half cents a copy today, with newsprint not likely to go below $90 a ton; with labor costs fixed, and with the immensely greater service rendered in comparison to prewar days, when newspapers were neither as large or as widely distributed, presented very little of the expensively collected, world-widc news which they do today, and carried fewer features.

And if, in 1914, advertising rates were inadequate, with smaller circulations, why should they not now be maintained at a standard which the publisher feels his service to be worth?

Reference was also made by Mr. O'Beirne to the fact that many publishers now give much greater service to advertisers in the way of preparing copy for them.

Must Figure from Known Costs

H. J. Foster, of the Galt Reporter, continued along this line, taking up the matter of advertising charges in particular. "The cost of producing advertising must be the basis on which we will sell it. There is no other way in which it can be safely done. It was not a hard matter at the first of the year to secure contracts at new rates. Business with most of the firms was still very good, and the new rates were not considered very much out of the question. There has been a notable change in the last few months. Our contracts do not all run out at the same timc, and this year it so happened that our biggest advertiser came up for renewal at the end of May. When he was faced with the new rate he claimed that there was no justification for it. It was pointed out to him that although our costs had been mounting all through 1920 he had been able to buy his space at a fixed figure. The very goods he was advertising in that space had been on the upgrade all the time. We were able to show him actual figures from our cost records and convinced him of our contention. He listened to it all and then very gracefully signed the contract at the new rate."

Mr. Foster claimed that some of the agencies were writing to the papers saying that their clients were looking for cheaper rates. He had answered this claim by stating that the cost of newsprint had been the only relief in sight so far, and he was strongly opposed to the misguided policy of lowering present standards.

"The best way to know when to reduce your advertising charges," concluded Mr. Foster, "is to know exactly what it costs you to produce the matter in its finished form. Then, knowing that, watch the records. When you see these records showing you that your costs are on the way down, you may be able to act accordingly, but it is dangerous to make the move in advance of what your cost sheets tell you. It is always better to go to the advertiser with a full knowledge of the facts. If we are to succeed in business our space must be sold at a profit."

Requests Made for Lower Rates

Several members discussed incidents that had come to their noticc of requests for lower subscription prices, and this was traced in nearly every case, to the actions of Toronto papers selling for less money than the local publisher had to secure.

W. J. Taylor, of Woodstock, took the same ground as on several previous occasions, when dealing with this matter. "I always point out, when this question comes up, that there is no reason why my paper should sell at or near the same price as a Toronto paper. Our selling price, no matter whether it is the circulation or advertising end, must be based on our costs, on the volume of business carried and the revenue received. No paper in Toronto or anywhere else can settle that point for you."

Attention was brought to the rural mail routes by L. H. Dingman, of St. Thomas, in which constituency they enjoy a more advantageous service than many of the other publishers. Experiences were given from several centres, and it seemed to be generally agreed that the rural routes were timed to start as soon as the morning papers from Toronto arrived.

Mr. McKenzie, of Sarnia, who had previous experience in the St. Thomas field, was of the opinion that once the government were convinced that the farmers along the routes wanted a delivery later in the day, something could be done in the matter. He believed that in the majority of cases, were their wishes consulted, they would favor a delivery later in the day. Mr. Motz, of Kitchener, claimed that many of the farmers were not satisfied with the routes as they were at present and would welcome a change in the regulations.

Is There a Limit to Free Service Demands?

When W. B. Preston of the Brantford Expositor, introduced the matter of "Standardization of Merchandising Service," he opened up a question that was familiar to all the publishers, and some of the instances of requests for service from national advertisers were unusual to the point of being ridiculous.

"There are apparently two schools of publishers," stated Mr. Preston, "one of which believes that when the paper has been made as attractive and as good as possible and given a definite and a bona fides circulation, the duty of the paper toward the advertiser ceases right there. The other school believes that the publisher should be called upon to guarantee that the advertiser shall get results, that the publisher should get out and canvass the district, that he should circularize the trade, and do many other things that are not in the province of the paper, but belong to the sales force of the advertiser.

"There are some agencies that are openly advertising the extent of the service they are prepared to give to the advertiser. They tell him they will secure all sorts of selling data. Then they proceed to send their questionnaires out to the various newspaper offices in order to gather this information. In this way we are being made the goats of the situation."

Mr. Preston went on to enumerate some of the things that had been requested of their office under the guise of co-operation. The only thing the matter was that the "co" was left out and it was straight "operation" from

the standpoint of the publisher. Here are a few of the requests:

Check the ads of a street car sign service in order to see that the company was getting proper display there, notwithstanding the fact that street car advertising is a direct competitor of the publisher of a daily newspaper.

Sell goods. Some publishers are actually doing this under the guise of co-operating with the advertiser.

Find agents. Arrange window displays for contests. Get judges. Some large advertisers have very recently asked us to call on every grocer in the city—not merely drop them a letter, but make a personal call—and ask them to arrange for window displays. A little while after, stated Mr. Preston, along comes a representative of the firm with the request that we hitch up the mare and drive him around to visit these stores and look at the windows. Then this same company wanted us to get a number of women to write receipts showing how they had made use of this particular household article. Then there were to be splendid prizes offered, and this was simply to launch a big advertising campaign they were going to undertake. Well, in all the advertising amounted to $40 and the prizes totalled $15.

"I claim," concluded Mr. Preston, "that these things are not the function of a newspaper. We should be able and willing to make an intelligent survey of our field for any advertiser, from which he could gather the market that might exist for his product. But this service should not be performed for any particular client, and anything we give in the way of surveys should be available to all our advertisers."

Go Into the Pill Business

Mr. Motz, of Kitchener, was armed with a pocket of literature which had been sent to him by various companies asking for surveys and answers to questionnaires. One of them stated that $50 worth of advertising might be secured by his paper if it would get in touch with a local druggist who would place an order for a fairly large number of boxes of pills. About the only thing that was not asked was that the publisher should inquire of the users of the pills if they functioned according to claims made for them.

Then another firm had sent out a dozen or so forms in connection with the sale of raisins. The publisher was requested to find out many things—whether the families of that district liked their raisins in pie or in puddings, if the present packages were too large or too small, or just small enough. All this under the guise of co-operation with the advertiser.

Mr. Muir, of the London Free Press, had also had a number of experiences, one of which was interesting and unusual. He had been visited by a representative of a certain make of tooth paste, the claim being made that they were not satisfied with the returns they were getting from a coupon that had been running in their paper. He was interested enough to make inquiries at several drug stores, where he had learned that this particular brand was on sale every Saturday in the cut rate stores, and in this way had the largest sale of any make. For this reason people were not going to fill in coupons and send off for samples. In his inquiries he also found out from the trade where other makers of similar articles stood, and he intended making use of all this, pointing out to them where they stood, and making certain recommendations as to how they should better their position in the district.

Subjects left over from previous meetings formed, in fact, the matter assigned to Mr. Motz of the Kitchener Record. The policy of newspapers in regard to theatre advertising and free reading notices had been discussed at two of the earlier meetings, and brought out the fact that there was a wide divergence in practice in this matter. In a brief discussion it was ascertained that at present laxity in theatre advertising prevailed much less than a year ago. Some of the Ontario papers have discarded all free notices and likewise refuse to accept passes to any shows.

The use of dry mats had been previously discussed, and since then a C.D.N.A. bulletin had been issued, showing that most papers still preferred wet mats. Mr. Motz declared that dry mats were being used in the Record office with very good results, despite the reputation of Kitchener for wetness.

The most important left-over was introduced by W. B. Preston of Brantford, namely the proposition to inaugurate an "Advertising Advertising Campaign" for the western Ontario papers, in order to secure more national advertising.

The Model Rate Card

The C.W.N.A. recently made up a specimen rate card, on which members could build up one that would suit their own particular line. Perhaps the most important departure is that they limit display matter contracts to three classes, one inch, 50 inches and 100 inches. This is no doubt intended as the first step toward the flat rate proposition. The troubles that follow having too great a variety of rates are too numerous to need much enumeration. Chief among these was the tendency—and is yet for that matter—for minimum business to be sent to the publisher at his rate for a maximum amount.

MAPLE LEAF, CANADA

Newson Pulp, Editor and Proprietor

Established 1920 Published.....

Circulation.....Copies

Member of Canadian Weekly Newspapers Assocn.

8 pages; all home print; set in 8 pt., 7 columns to page; columns 20 inches long, 13 ems wide; cannot use mats. Subscription rate $2.00 per year.

DISPLAY CONTRACTS—PLATE MATTER

Effective January 1, 1921

Space to be used at option of advertiser within one year from date of contract.

1 inch and over.....cents per inch
50 inches and over.....cents per inch
100 inches and over.....cents per inch

Composition:—Display requiring to be set.....? cents per inch per insertion additional on plate matter rates.

Reading Matter:—Three times display plate matter rates.

All advertising subject to the approval of the publisher.

POSITIONS

1. Island position, i.e., apart from other advertising, 33 1-3 per cent. extra.
2. Top of page and alongside reading matter, or following and alongside reading matter, 25 per cent. extra.

SPECIAL ADVERTISING

Financial and annual statements of banks and other corporations, whether having ordinary contracts or not, also political and election advertising, double rates for ordinary display contracts.

CONDENSED ADVERTISEMENTS

...¼.cents per word first insertion.
....cents per word subsequent insertions.
Minimum charge 50 cents.

MAKING USE OF COMPOSITION LAY-OUT SHEET

THE ILLUSTRATION used in connection with this article, shows, in reduced form, a composition lay-out sheet. The original is 12x15 1-2 inches, and allows for the laying out of any job, the type form of which does not exceed 48 by 63 picas.

The eight corner lines are marginal divisions, one-pica apart to give ample opportunity for laying out pages of widely varying sizes.

A composition layout sheet can be used to advantage in a small plant as well as in a large office.

It is best adapted to the laying out of advertising composition, catalogue, trade journal or magazine pages in which cuts are used.

In composing rooms where a layout sheet is used, the four chief advantages derived are as follows:

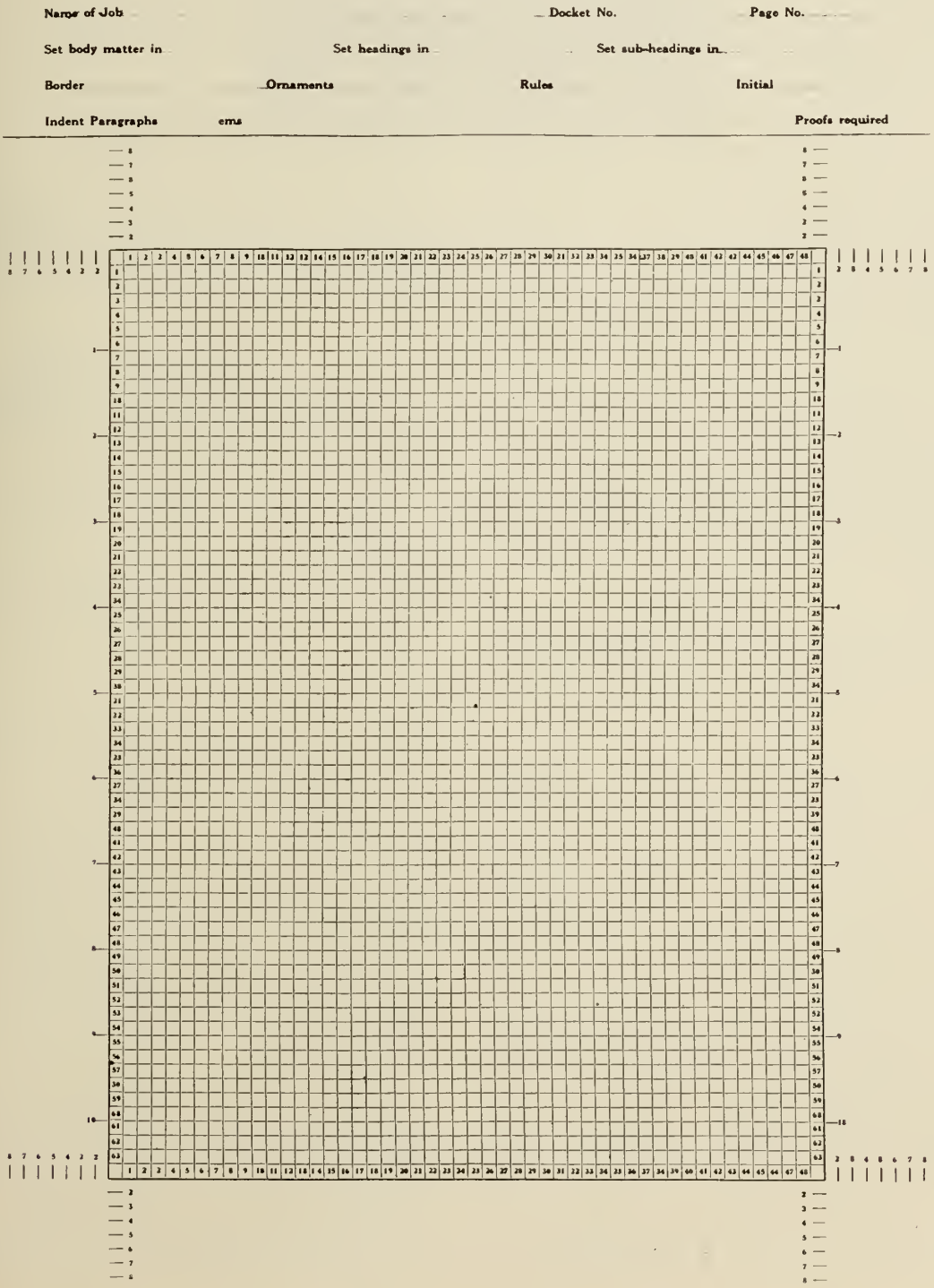
1—Time is saved both in starting and producing a given order.

2—The rapid compositor is given greater opportunity to exercise his efficiency.

3—The slower employee gains speed by having every step charted.

4—On special, or rush, orders, one compositor is made as capable as another, and separate pages of the same order can be distributed through the composing room with the assurance that the finished product will be uniform in every respect.

Every composing room foreman should have on hand a supply of composition layout sheets. It may take him two or three minutes to sketch out on the layout sheet the desired job or ad, but the time saved by the compositor by having this done may mean ten times that amount.



Giving the Public Election Bulletin Service

Simply a Matter of Newspaper Enterprise

IN A LETTER to the last issue of Printer & Publisher John W. Eedy, of the St. Marys Journal, asks for information regarding the best way a weekly paper can handle election returns for the purpose of bulletining them on election nights.

In the first place, it all depends on what amount of service the paper feels it can afford to give its readers. The giving of election returns must always be looked upon in the light of newspaper service, or promotion work. From it no immediate returns can be expected. It is an investment in order to impress upon the community the fact that you are dealing in news, and that you are prepared to do it in the most approved method. If you can stand to make a considerable outlay for this purpose, you can make a good evening's entertainment for the community. If you are going into the bulletin service business, either do it well or leave it alone. One or the other—make it a real service, or state plainly beforehand that you have no service to offer. There is nothing that a crowd on the street on an election night will resent more than being given a poor service when they want real information. They are quick to see evidences of bluff on the part of the lantern service.

The writer recalls one experience where a very satisfactory service was given for the provincial election returns. It was on one of the small city dailies, and the problem would be dealt with about the same way in a weekly paper that wanted to go into the bulletin business.

A lantern was secured from one of the Sunday schools in the city, the office not owning one of its own. The large sheet was put on the side of the building next the office, fortunately there being a space between the two. This was made necessary owing to the large number of telegraph and telephone wires, poles, etc., on the street directly in front of the office. It was possible for the people in the street to see quite well from any angle of the thoroughfare.

We had previously made arrangements with a firm dealing in lantern slides to have on hand a supply of stock slides, such as pictures of national men, political leaders, etc., and these were found to be very useful in keeping the interest going when returns were coming along slowly, or when the crowd was commencing to gather.

In order to build up this side of the performance more we had also engaged a cartoonist who was quick at turning out local hits, the suggestions for these being furnished by the staff of the paper. Very often there is some person in town who is quite handy at this class of work. It does not need to be of a very high order from an artistic sense. When a crowd is out on election night there seems to be no limit to the things that will catch their fancy. It was noticed in our own case that some of the crudest sketches brought forth the greatest reception.

Have a good supply of plates on hand, and a good arrangement for cleaning these off and getting them back. If you are depending on the telegraph office for your service, have all the details well in hand before you start, such as the boys to get the sheets across to you in good time. India ink should be used on the plates, or good results can be secured from using a black crayon, such as is used by the stores for marking on glassware or hardware.

It used to be a simple matter in the old days of politics for a paper to keep a very good summary board going, which seemed to interest the crowd more than anything else. This was simply a blue and red affair, and the standing of the two parties could be built up as the returns came in. On another occasion I remember preparing one on this basis for a provincial election. We had a good sized strip made ready, with the name of every riding on it. These were kept in order according to the alphabetical standing so they could be quickly secured. As soon as definite announcement was made that a Liberal or Conservative had been elected, the strip for that riding was taken out, and on the end was pasted a red tag for Liberal or a blue for Conservative. These tags came under each other at the outside of the two columns. The large bulletin board for these was placed on the fire escape at the front, where the light was very good. It was possible to keep a very good summary in this way, and this form of the service was very much appreciated. Of course in these days when they grow so many political parties, it would be more difficult to carry out the scheme, and the color plan would be harder to determine in advance or to interpret to the audience.

If it is not possible to go to this extent in giving election returns, an office must make use of what bulletin space it can get for the posting of returns. The trouble is always to keep these fresh, and getting them out where the people can see them.

Conditions of Estimate

The Committee of the New South Wales Master Printers and Connected Trades Association has recently issued the following standard conditions suggested for consideration in all estimates and contracts:

1. *Experimental Orders.*—Work produced in an experimental way at customer's request will be considered an order, and charged for.

2. *Proofs.*—When proofs are required, author's corrections on and after first proof, including alterations in style, will be charged extra, *ad valorem.* No responsibility will be accepted for errors in proof passed by customer.

3. *Customer's Property.*—Customer's property, when supplied, will be held entirely at customer's risk, as regards fire or other unforeseen damage.

4. Every care will be taken to get the best results where materials are supplied by customers, but responsibility will not be accepted for imperfect work caused by defects in or unsuitability of materials so supplied.

5. *Expedited Delivery.*—Should delivery of work be required sooner than the time mutually agreed upon as requisite for its proper production, every effort will be made to secure freedom from defects, but reasonable allowance must be made by customer in such cases. Should the expedited delivery necessitate overtime being worked, or other additional cost being incurred, a charge will be made to cover the enhanced cost.

6. *Quantity Delivered.*—Every endeavor will be made to deliver the correct quantity ordered, but, owing to the difficulty of producing exact quantities, estimates are conditional upon a margin of five per cent. (in color work 10 per cent.) being allowed for overs or shortage, the same to be charged for, or deducted, *pro rata.*

7. *Force Majeure.*—Every effort will be made to carry out any contract based on this estimate, but the due performance of it is subject to variation of cancellation owing to an Act of God, war, strikes, lock-outs, fire, flood, drought, or any other cause beyond control; or owing to inability to procure materials or articles except at enhanced prices due to any of the foregoing causes or any variation in wages.

8. This estimate is based on to-day's cost of production and on the usual trade conditions stated.

WHAT PRINTING IS

By Frederic W. Goudy

TO STAMP paper upon inked type seems the simplest of mechanical operations. Done in a primitive way it is simple. With his toy printing press the twelve-year-old amateur can produce a print which he as well as all his admiring friends say is good enough for anybody. They are sure there is no mystery and little science in press-work. It is easy as Hamlet's lesson in flute-playing: "'Tis as easy as lying; govern these vetages with your fingers and thumbs, give it breath with your mouth, and it will discourse most eloquent music."

Everyone knows what printing is; simply inking types that have been carefully arranged, properly impressing them on paper and the thing is done. Simple enough in all conscience. But knowing what printing is does not necessarily qualify one to print. The beginner will find it difficult to get the required result even when he does these things. Although the essence of design consists in contrast, series and symmetry, none of these, nor all will produce ornament. It is their application; but their application along certain principles that produces designs. It is knowing how and why; and people who have the power of knowing "how and why" work entirely unconscious of the essential laws under which they labor. Just so, good printing can no more be taught by precept than can design—it is entirely the result of taste, sense and judgment.

The modern printer is intelligent and ingenious, but generally speaking, without ability to design, and good printing does require design. He must have the materials and a habit of observation and experience. Inform his mind, furnish him with good examples, and you may leave the result to him—if he has taste and sense the result will be good.

It is in the early printed books that the printer may find the sort of help he needs; there all the elements of types, ink, paper and impression are present in pristine state, where the arrangement of the types is simple and direct, uninfluenced by the demands of commercialism. Denied the adventitious aids of the foundry and supply men, those early printers found themselves face to face with fundamental necessities, and depending upon themselves only, created arrangements consistent with common sense. Their work shows simplicity, reserve, elegance, dignity, which are manifestations of a workman intent on expression and not on mere execution. Imitative art requires little more than skilled industry; design requires invention and a constructive sense controlled by a feeling for beauty.

The printer who is to produce the best work is the one who sees that his work includes a degree of beauty not merely attributable to a narrow observance of all the requirements of utility, but who sees that beauty in a useful thing supplies a very real demand of the mind or eye. A piece of printing must have use; its construction, its parts, its decorative features must be so adjusted to one another that in no sense is any one of these elements overlooked or over-emphasized. To give unity to a piece of

printed matter the construction and arrangement must be kept going as a whole, all the time, so that the attention does not dwell too long on any one part, and this, too, is the very beginning of design, as it amounts to grasping the whole situation—not an easy thing to do.

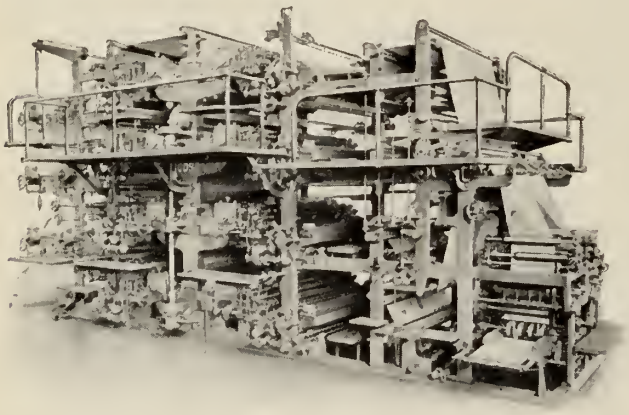
In the choice of types, those should be sought that are sturdy, legible and easily discerned, but sturdiness need not necessarily mean type overbold or rough. Utility and not artistic caprice; legibility, not the illustration of the designer's skill should be looked for, remembering that their principal purpose is to convey to the reader the thought of the writer or advertiser. They must not interpose for their own sake nor demand attention to themselves at the expense of clearness of the message they carry.

To make any thing serviceable the producer, in his endeavor to satisfy human needs, must enter sympathetically into the details and incidents of the life of the user—his necessities and obvious habits; to print well requires much the same attitude on the part of the printer if his work is to possess permanence and beauty.

New Press Installations

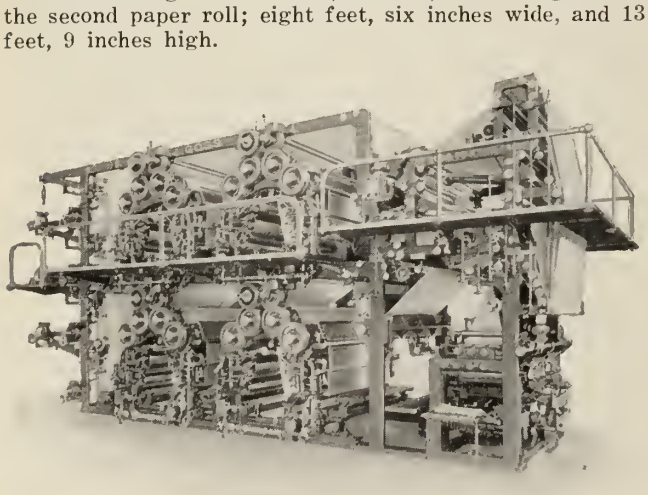
THE Goss Printing Press Co., Chicago, has been making several notable shipments to various parts of the British Empire. One of these was to the London Daily Mail, and the other to the office of the Melbourne Herald in Australia.

The press sent to Melbourne was the four deck, octuple, high speed, with capacity as follows: 72,000 per hour from four, in units of two, up to 16; 36,000 per hour of 18 up to 32 pages; 18,000 per hour of 36 up to 48.



PRESS SHIPPED TO MELBOURNE HERALD

The press for the London Mail is four deck, four plate wide, superimposed, "unit type." Its capacity is the same as the one mentioned above. Both these presses have a foundation length of 27 feet, 31 feet, 6 in. length over the second paper roll; eight feet, six inches wide, and 13 feet, 9 inches high.



PRESS SHIPPED TO LONDON MAIL, LONDON, ENG.

Will Edit Fourth Estate

On July 1st Edward D. Berry, of the head office of the Lanston Monotype Co., severs his connection with that company to become managing editor of "The Fourth Estate," New York. Mr. Berry has been considered one of the foremost authorities on matters concerning typography, design, and newspaper problems in general. Several articles from his pen have been published in Printer and Publisher. This paper speaks for his Canadian friends when it wishes him every success in his work with that excellent publication, "The Fourth Estate."

Trouble With Distributor

What causes two thin mats, such as quote marks, or "il" to go from the distributor box to the bar together and then clog? That is the question of an Ontario operator, who is using a fairly old model.

Undoubtedly your trouble is in worn rails. Generally speaking, it may be said that the distributor box gives little trouble to the operator, but like all mechanical devices, when parts become worn, it is necessary to replace them to secure satisfactory results.

A line of matrices for distribution is pushed from the second elevator bar into the distributor box by the distributor shifter slide. In this position, at each turn of the distributor screw, the matrix on the end of the line is lifted high enough to allow the upper ears of the matrix to clear the corner of the vertical face of the upper box rails, and is then pushed forward by the distributor screws, being supported by the upper box rails until the teeth of the matrix have engaged the teeth of the distributor bar, after which it passes along the distributor bar until it reaches the channel entrance where it is designed to fall.

The wear on the vertical face of the distributor box rails causes trouble by increasing the distance between these faces and the box bar point, thus allowing two thin matrices to be lifted at one time, resulting in one being wedged between the bar point and the rail face and damaged by the distributor screws. The remedy is to replace the rails immediately.

Distributor box rails if worn will also damage the lugs of thin matrices, will permit thick matrices to become twisted as they enter the screws, and otherwise cause damage and trouble. Nearly all distributor box trouble is due to worn rails.

It may be found that the matrix lift does not raise the matrix high enough to clear the corner of the distributor box upper rails. If so, the lift should be adjusted until the matrix is raised one thirty-second of an inch above the corner of the rail.

If the distributor box bar point is damaged or worn, the effect is equivalent to wear on the vertical faces of the upper rails, making the distance between the point of the bar and the rails too great, allowing two matrices to be transferred at one time.

Proper Cost System for the Daily Newspaper

United Typothetae Plan Treats It as Ordinary Job

COMPLETION of preparation of forms for the Standard Newspapers Cost Finding System has been announced by F. W. Fillmore, supervisor of accounting of the United Typothetae of America. The principles and forms of the Standard Cost Finding System have been embodied in the plan adopted for newspaper publishers in such a way that the outstanding features of the system, which have successfully survived the test of many years, have not been sacrificed.

Two of the old forms, however, have been slightly changed to meet the peculiar needs of the combined commercial and newspaper office. The two special forms are, form 9-H-N, a summary of department costs for the month, and form 2-N, Newspaper Individual Order Summary.

The summary of department costs is simply a monthly record of total costs for the entire plant by departments and includes columns for newspaper expense, stock handling, selling, shipping, general commercial expense, general factory expense, and ten blank columns to suit the needs of the individual problems presented by each plant.

The Newspaper Individual Summary (Form 2-N) is a specific order cost sheet for each newspaper issue and carries, when completed, the detail of column one headed "newspaper expense" on Form 9-H-N, plus the pro-rated items from other departments. The pro-rated items are carried under advertising and news costs on the basis of running inches of each. By this method not only the total cost of the issue, news and advertising, is obtained, but also an analysis which shows the cost of advertising per running inch.

In plants where the commercial printing office prints the newspaper, each issue of the paper is treated the same as any other order going through the shop, and charges are made against each issue on the Form 2-N at each department's normal hour cost, together with whatever materials are used. To the direct cost of the completed newspaper, thus arrived at, is added that expense which particularly belongs to the newspaper, which has nothing to do with the commercial printing office, and the total newspaper expense becomes a percentage of the cost of completed work, and is then pro-rated to the cost of advertising and news on the basis each bears to cost of completed work on Form 2-N.

The complete set of forms for the Newspaper Cost Finding System contains many old forms. In addition to the new forms mentioned, the Standard Newspaper Cost Finding System package contains Form 1, Instruction Envelope; Form 2, Individual Order Summary; Form 3, Composition Daily Handwork Report; Form 4, Machine Composition Daily Report; Form 7, Press Daily Record, Form 9, Folding Machine Daily Record; Form 12, Combination Daily Time Report; Form 15, Monthly Individual Payroll Record; Form 16, Monthly Report of Hand Departments, and Form 17, Monthly Record of Machine Departments.

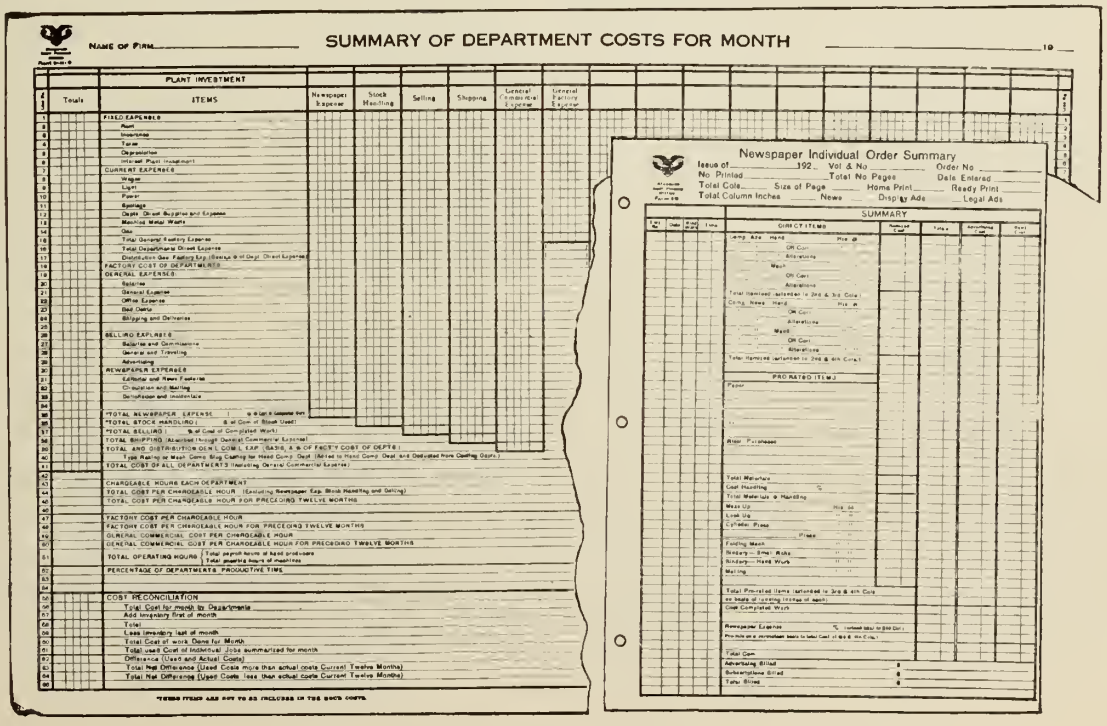
The new treatise on the Standard Cost Finding System and a price list of printed forms and electros used in the system are also included. This package will be sent to members free of charge upon request, by the Supervisor of Accounting of the United Typothetae of America.

Texas Jack a Real Swift

The *Christian Science Monitor*, speaking of old time printers, tells this one:—"Texas Jack" was another aristocrat of printerdom who elected to travel. After walking from Springfield, he entered into a Worcester, Mass., daily composing room and asked to "sub." He was tall and gawky, wore a sombrero, top boots and a long linen duster. He was set to work, but his countrified appearance and retiring manner promptly started the compositors to guying him. "Who is Slug Three?" "Who's the Dutchman that set this take?" "What blacksmith shop was Slug Three raised in?" and similar cutting remarks for "Texas Jack's" edification were freely bandied about.

The Southerner, however, paid no attention to these thrusts. He kept right on sticking type. By and by it became evident that the stranger was far from being the countryman he looked, for he "emptied in" with amazing frequency and his proof showed no errors.

In the morning it developed that "Texas Jack" had outstripped the old guard. He had set a string of eleven thousand ems, a record never touched for the time consumed except by the exceptional "swift." Pocketing his big earnings, the travelling printer gave a farewell salute to the jeerers of the night before. "Good day, gentlemen," he said politely, with a courtly bow and a graceful wave of the sombrero, as he smilingly withdrew.


SUMMARY OF DEPARTMENT COSTS FOR MONTH

NAME OF FIRM _____ 19__

PLANT INVESTMENT

Totals	ITEMS	Newspaper Expense	Stock Handling	Selling	Shipping	General Commercial Expense	General Factory Expense
	FIXED EXPENSES						
	Rent						
	Insurance						
	Taxes						
	Depreciation						
	Interest Plant Investment						
	CURRENT EXPENSES						
	Wages						
	Light						
	Power						
	Supplies						
	Depts. Direct Supplies and Expense						
	Machine Setup Work						
	Gas						
	Total General Factory Expense						
	Total Departments Direct Expense						
	Distribution Gen. Factory Exp. (Based on Dept. Direct Expense)						
	FACTORY COST OF DEPARTMENTS						
	GENERAL EXPENSES						
	Salaries						
	General Expense						
	Office Expense						
	Bad Debts						
	Shipping and Deliveries						
	SELLING EXPENSES						
	Salaries and Commissions						
	General and Traveling						
	Advertising						
	NEWSPAPER EXPENSES						
	Editorial and News Features						
	Circulation and Mailing						
	Detail Paper and Incidentals						
	*TOTAL NEWSPAPER EXPENSE (% of Item 5 Expense Inc.						
	*TOTAL STOCK HANDLING (% of Cost of Stock Used)						
	*TOTAL SELLING (% of Cost of Completed Work)						
	TOTAL SHIPPING (Allocated through General Commercial Expense)						
	TOTAL AND DISTRIBUTION GEN'L COMM'L EXP. (BASE A % OF FACT'Y COST OF DEPTS.)						
	Total Posting or Mach. Comp. Slug Casting for Hand Comp. Dept. (Added to Hand Comp. Dept. and Deducted from Casting Depts.)						
	TOTAL COST OF ALL DEPARTMENTS (Including General Commercial Expense)						
	CHARGEABLE HOURS EACH DEPARTMENT						
	TOTAL COST PER CHARGEABLE HOUR (Excluding Newspaper Exp. Stock Handling and Selling)						
	TOTAL COST PER CHARGEABLE HOUR FOR PRECEDING TWELVE MONTHS						
	FACTORY COST PER CHARGEABLE HOUR						
	FACTORY COST PER CHARGEABLE HOUR FOR PRECEDING TWELVE MONTHS						
	GENERAL COMMERCIAL COST PER CHARGEABLE HOUR						
	GENERAL COMMERCIAL COST PER CHARGEABLE HOUR FOR PRECEDING TWELVE MONTHS						
	TOTAL OPERATING HOURS (Total payroll hours of hand processes / Total operating hours of machines)						
	PERCENTAGE OF DEPARTMENTS PRODUCTIVE TIME						
	COST RECONCILIATION						
	Total Cost for month by Departments						
	Add Inventory first of month						
	Total						
	Less Inventory last of month						
	Total Cost of work Done for Month						
	Total used Cost of Individual Jobs summarized for month						
	Difference (Used and Actual Costs)						
	Total Net Difference (Used Costs more than actual costs Current Twelve Months)						
	Total Net Difference (Used Costs less than actual costs Current Twelve Months)						

*ITEMS ITEMS ARE NOT TO BE INCLUDED IN THE BASIC COSTS.

Newspaper Individual Order Summary

Issue of _____ 192__ Vol. & No. _____ Order No. _____

No. Printed _____ Total No. Pages _____ Date Entered _____

Total Cols. _____ Size of Page _____ Home Print _____ Ready Print _____

Total Column Inches _____ News _____ Display Ads _____ Legal Ads _____

SUMMARY

DIRECT ITEMS

PRO RATED ITEMS

Charges Discrimination in Rural Mail System

From the St. Catharines Standard:

Ever since the rural mail delivery system has been adopted in Canada, it has been made the handmaiden and servant of the metropolitan morning newspapers, especially of the Toronto morning papers, with an utter disregard of the local evening newspapers of the districts served. At what time the morning papers arrived at any outside post-office then the rural mail carrier was permitted to leave, taking the so-called first-class mail with him, or so much of it as might be on hand. Residents in the rural sections were flattered, and they were delighted to think they could get a morning paper so early in the day. Of course, in all sections it was not early in the day, for sometimes it was fairly well into the afternoon, but even in such cases it was the morning newspaper only which counted. The rural people were led to believe that it was the first-class mail for which the carrier waited, but in many instances more first-class mail would be held over for many hours than would be received in the mail bags for which the rural mail carrier was ostensibly waiting. It was all a nice bit of camouflage, worked over to conceal the real beneficial purposes which the rural mail delivery could serve.

Some figures given by Mr. George C. Babcock, the rural mail carrier on Route No. 2 out of this city, are very illuminating. They show that he carries more Standards than Mail and Empires and Globes combined, notwithstanding the handicap under which the Standard has labored, of having its papers held in the post office for 18 hours. They show very conclusively that the paper appreciated by the people in the rural sections is their local paper. That is not surprising, but the publishers of the local papers have been for the most part quite content to lie down and be made the carpet for the influential and wealthy morning newspaper publishers whose agents have cleverly worked the idea of the importance of the first-class mail. It is the local paper which conveys the news transpiring all about their community, and the local community is an ever-widening one. But the local paper of today serves its readers not only with the local and district news, which is not carried in the morning newspapers of a big city, but with its costly and up-to-the-minute telegraphic service carries in each issue the news of the world up to within a few minutes of the time of going to press. The Toronto morning newspapers, which the rural carriers take out with them about noon time, contain no later news of the world than was received in their office of publication up to the previous midnight—a lapse in nearly every instance of about twelve hours. Were the rural carriers to leave at mid-afternoon, the residents on the rural mail routes would have their local district and world news at their supper table and for evening reading received up to 2.30 in the afternoon. That would surely be "news when it is news."

It may be said that the rural carriers could not do the work if held till mid-afternoon. It may be admitted that they could not have done so a few years ago or until quite recently, but the conditions have wonderfully changed in the last year or two, because of the general use of motors and improvement of the rural roads. Mr. Babcock uses an automobile for the greater part of the year and he is able to cover his route inside of a couple of hours. The Standard is today and has been for several weeks, sending out one of its delivery cars, leaving with the 3 o'clock edition, carrying its bundles to Merritton, Thorold, the Beaver Board and Glass Works districts, Allanburg and Welland, returning by way of onthill, Ridgeville, Fenwick and North Pelham via Power Glen, to the city. The work of that car is completed inside of three hours, with all its numerous stops. Residents at Ridgeville, Fenwick, North Pelham and their immediate vicinities, have their afternoon paper in their homes quite as early as some of the sections of this city itself with news almost a day ahead of the morning papers. What is being done by the Standard on the route covering more than thirty miles can be done all through the district.

To establish a rural mail delivery service in the afternoon may necessitate the re-arranging and shortening of routes, and entail additional expense which the Post Office Department might consider prohibitive. That is not so. The remedy is in the hands of the Department. It can be met by increased rates on newspapers and other second-class mail which has been escaping even just charges for the existing service. The Department will find, we believe, the publishers of the evening papers prepared to pay their fair quota of this additional cost. It has been the morning papers which have been opposing higher postal rates, such as are paid in the United States—not the evening paper publishers.

The Future of the C. P. A.

THE Canadian Daily Newspaper Association has held its annual meeting. The National Newspapers and Periodicals Association will have their sessions in a few days, while the Weekly Press Association meets in Vancouver on June 9th and 10th.

In the meantime the old Canadian Press Association is waiting for some one to take it by the hand, lead it out for an excursion or a gathering or some such function.

The ascendancy of the business office in the publishing business has almost killed the Canadian Press Association. The old C.P.A., with some 65 years to its memory, was cut into three parts, because the various parts wanted greater service for their business departments.

Men apparently had neither the time nor the inclination to meet and talk over affairs in general. They wanted to gather as business men rather than newspapermen. The pressure that was being put on them by labor unions, by telegraph tolls, by excessive postage, by greedy newsprint companies—all these things made it necessary for them to apply more pressure to business, and they carried this right into the C.P.A., with the result that to-day all these organizations are, more by necessity than choice, serving the business office of the publishing business.

To-day the only thing that could be said to look like a meeting of the C.P.A. would be were E. R. Sayles, its last elected president, to take out the ribbon bedecked gavel, and after dusting it off, hit the desk a couple of resounding whacks.

There are no officers, as those last named have outlived their terms; there is not even a bit of stationery; there is no place of meeting.

The Weekly Press Association looks like the one best chance for the C.P.A. to find a lodging place. They are conducting their affairs much along the lines of the parent organization. They attend to business all year, and do it well, but they believe there is time and reason once a year to wash off the red ink, and let the boys get together for an outing.

Why not, then, officially hand over the traditions and legends of the C.P.A. to the Weekly Newspaper Association?

A Specimen Needed

From the News Printing Company, Tillsonburg, Ontario came this query:

"We had occasion to figure on the following job, which a large Toronto office gave a price of $72.50. The nature of the job is as follows: 500 triplicate shipping memo forms 9" x 11½" original white 16 lb. ruled faintly, printed black, perforated and punched duplicate plain punched tissue and fast triplicate express manilla, printed black, perforated and punched. All gathered and bound, insert style in 100 triplicates. Is $72.50 a fair price?" *Printer and Publisher* would rather not estimate this job without seeing a sample of the work, but we may say that $72.50 seems too low.

The Printers' Strike

THE JUNE ISSUE of Printer and Publisher is being issued under the same conditions that confront and surround practically all Toronto publications at the present moment. The printers, pressmen and binders in the Toronto offices, walked out on the first of June following the refusal of the employers to comply with the demand for the 44-hour week, together with a very substantial increase in wages.

At the time of going to press there is no settlement of the strike in sight, nor is there any very serious effort being made to renew negotiations, which have been broken off for some time.

Unless some very unforeseen circumstances should intervene to turn the trend of events in other directions, it seems that the printing industry in Toronto, as far as the book and job shops are concerned, will be run from this on on the open shop basis. Several of the largest establishments have stated definitely their intention of doing this, nor does it seem possible for them to take any other stand if they intend to protect the men and women who have entered their employ during the period of the strike.

Printer and Publisher does not believe that any good purpose would be served at this time in going into many of the details of the case. They are well known to the trade. This paper has heretofore been published under union shop conditions. The demands made by the union officials were such that, in face of the present state of business, could not be considered. The members of the union who have had to do with the turning out of Printer and Publisher have rendered splendid service, and we willingly bear testimony to that fact.

The ingenuity of men who have spent their lives in printing and publishing houses in advertising and editorial departments is being well and thoroughly tested and tried. One Toronto magazine editor was asked on the first day of the strike if he could set up his own headings from the case. His reply was: "No, not now, but I can in the morning." So he went to the case, drew a chart of the upper and lower cases and took it home with him. The following morning he went into the composing room, and proceeded to set type.

It looks so easy to handle type that the onlooker at times seems tempted to lift columns when he gets a chance. One of the Toronto strikers, after going out, referred to the fact that he had been setting a big table of six point figures on a certain paper for 18 years. It was an intricate sort of thing. The sequel would be to tell him that one of the editors put it out of business in less than 18 seconds.

The press rooms and binderies in Toronto are in very fair shape, and linotype machines are running pretty well in many of the plants. It is the real, competent compositor who is lacking, and it takes longer to make them than anything in the shop.

Printer and Publisher, as stated above, bears no ill-will toward the men who walked out and left it and all the other papers of the MacLean Pubishing Co. to get out as best they could. We believe the typos have made a very serious error, and that time will abundantly demonstrate that they did not read aright the signs of the times which were so plainly written in every direction, before they made the final drastic move.

There have been a number of requests sent in for estimates on various jobs, also specimens for purposes of review. It has been impossible to attend to these departments as promptly as should be done, and the patience of the reader is asked for these short-comings. By next issue things should be running smoothly.

The Newspaper Casualty List

Ottawa *Journal*:—The disappearance of the Toronto *World*, which has been absorbed by the Toronto *Mail and Empire* after being in the hands of a receiver for a year, is the latest of a considerable number of Canadian newspaper fatalities in the past decade or so. In that period, something like 20 Canadian dailies have fallen by the wayside, including such metropolitan papers as the Toronto *News*, the Winnipeg *Telegram*, the Montreal *Daily Mail*, the Montreal *Evening News*, the Vancouver *News-Advertiser*, the Hamilton *Times*, the Ottawa *Free Press*, the Regina *Post*. Somewhat earlier in fate were the Toronto *Empire*, the Montreal *Witness*, *La Minerve*, Montreal, the Montreal *Post*, *Le Temps*, Ottawa. Among lesser dailies that have recently gone were the Brockville *Times*, the Brantford *Courier*, the Woodstock *Review*, the St. Thomas *Journal*, the Saskatoon *Phoenix*. It is quite a little list. Many of these newspapers were well-managed and forcible journals. Some had ill-luck, some had started with too little capital, some were not conservative enough in building up reserves, some were unexpectedly hit by the sudden great rise in costs due to the war. And, truth to say, all newspapers in Canada were sold too cheaply until the rise in costs forced up the rates of subscriptions. The business is on a fairer basis now, and on the whole the newspaper industry is in a stronger position in Canada than it has ever been hitherto. The Toronto *World* just missed turning the corner, and no further casualties of much consequence are likely among Canadian dailies.

A new Companies Act was passed at the recent session of the British Columbia Legislature, and goes into effect on Sept. 1. The Registrar of Joint Stock Companies, in a letter to *Printer and Publisher*, draws the attention of firms and stationers which have been in the habit of printing forms under the existing Act, to the fact that such forms will be obsolete from that date, and cannot be accepted. He requests firms having stocks on hand to communicate with him at Victoria, B.C.

Now that the big eight-story matrix building recently added to the manufacturing group of the Mergenthaler Linotype Company is in full operation, a greatly increased number of linotype matrices is being produced weekly to meet the demands of linotype users. In a single week recently there were turned out in the new matrix building more than 1,038,000 finished matrices. Last year the number of linotype matrices produced weekly averaged round 550,000, at that time regarded as a high figure. It is estimated that at present more than sixteen tons of brass are required weekly for the manufacture of linotype matrices.

Warns Against Cut Rates

Warning against a possible future demoralization in the newsprint market, T. R. Williams, president of the American Newspaper Publishers' Association, in his address opening the thirty-fourth convention of that body, in New York, told publishers newspaper rates should not be allowed to descend.

He pointed out that newspapers must meet the problems in both materials and labor since the average contract price of newsprint for the first six months of this year is higher than the average contract price for all last year, and labor is at the highest point known.

"While the outlook in the newsprint market may be regarded as improving from the publishers' viewpoint," he said, "it has been pointed out that the market may become demoralized to such an extent that, later in the year, some publishers may be tempted to make reductions in subscriptions or advertising rates and throw down the bars to all the old-time wasteful practices and bad business methods, the abolishment of which has been the chief constructive advantage gained during the war and the newsprint manipulations of 1920. These advantages must not be surrendered for any temporary fluctuations in costs."

THE PERSONAL SIDE OF IT

We'd Like to Get Items for These Columns

British Columbia

Miss Winnifred A. Davenport, of the Vancouver World visited Toronto during the first week in June. She is on a short holiday from her paper, part of which she expected to spend in Chicago and New York. Miss Davenport is a member of the C. W. P. C., and also of the Institute of Journalists, a men's organization in Vancouver, of whose executive she is the only lady member.

Prof. E. Odlum, F.R.C.I., left Vancouver on May 30th, for an extensive trip around the world. In connection with this journey the professor is making a special study of comparative geology, comparative botany and ethnology, the latter in particular relation to history, as a special representative of the Vancouver Sun. Through the columns of this paper, Prof. Odlum will give the British Columbia public much of the advantages of the information gained in relation to the above subjects, the present conditions of the countries through which he travels, and the general national outlook bearing upon the future.

Colonel Robert T. Lowery, the pioneer newspaper man of the Kootenays, succumbed to Bright's disease, for which he had been receiving treatment in the Grand Forks General Hospital. Colonel Lowery's newspaper enterprises in British Columbia must have numbered a dozen, as in the 1903-04 volume of his "Float," which he periodically collected in book form, he stated that he had up to that time "been the father of eight Kootenay papers," and he has not been idle since then. Robert T. Lowery was his real name, but the west knew him as Colonel Lowery, just as they knew "Dad" Simpson of Cranbrook. He founded the Petrolia Topic, and after a brief ownership left for British Columbia, where he has been an active newspaper owner and promoter for thirty years at least. One of his most picturesque undertakings was Lowery's Claim, a monthly publication which had a large sale in the west, on account of the free and independent, not to say breezy and forceful, way in which the editor expressed himself on public questions. One of his first ventures in the west was the Kaslo Claim, which came to grief in a few weeks through a fall in prices and the failure of John M. Burke's bank. The late Colonel Lowery wrote the funeral address in the guise of an editorial as follows:

TO THE WORLD:—"The Claim goes up the shaft today and will be deposited in the journalistic bone-yard, with the amount of regret customary on such occasions. Its career has been short, but not altogether peaceful. Its readers have been numerous. It has made some friends and a few enemies. The pay-streak having entirely disappeared we are forced to prospect somewhere else. To the few staunch friends who have helped us with their money and sympathy we extend our sincere thanks. To our enemies this article will be pleasant reading. Our suspension will enable them to bamboozle the public without any fear of being molested and consequently they will be happy.

"Four months ago this paper had the brightest prospects of any paper in Canada. Today everything is changed. Such is life in the wild and silvery west. One day a prospective millionaire—the next nothing to live on but wind and one of Burke's checks. In lieu of crape we have hung the printing office towel on the door knob. Turn off the gas, ring down the curtain, and exclaim 'The play is over, the flag is hauled down. The Kaslo Claim is dead—extremely dead.'"

The results of the Vancouver Typographical Union election, which was held on May 25th, are: President, C. H. Collier; vice-president, E. H. Gough; secretary-treasurer, R. H. Neclands, assistant secretary, H. C. Benson; audit committee, W. B. Currie, G. E. Pierrot; J. Rankin; delegates to Allied Trades Council, J. Hazledine, R. H. Neclands, J. W. Stebbings; executive committee, R. Fleming, W. C. Jones, C. Lamb, A. E. Robb. T. Thompson; delegates to I. T. U. convention, C. Collier, E. Devlin; delegate to Trades and Labor Congress of Canada, H. C. Benson; delegate to Pacific Slope Typographical conference, H. L. Corey. The following were elected by acclamation: Conciliation committee, H. C. Benson, H. L. Corey; trustees, George Wilby, N. Williams, W. R. Trotter reading clerk, H. L. Corey; sergeant-at-arms, E. W. Summers; sick committee, A. J. Buckley, A. Compton, R. C. Hartson, A. J. Honey, W. C. Metzger; standing scale committee, H. L. Corey, W. Dingle, E. Devlin and W. Skinner.

Alberta

The Edmonton Press Club held their monthly dinner-meeting at Hepburn's cafe on June 6th. There was a good attendance and close interest taken in the programme. Mayor Duggan and City Commissioner C. J. Yorath were special guests.

About seventy newsboys, members of the newly-formed organization known as the Calgary Newsboys' Association, attended the regular weekly meeting and luncheon, held at the Y.M.C.A. on June 8th. Previous to the supper the boys were treated to a very interesting talk by "Noodles" Fagan.

The death occurred recently of Lester M. Treffry, who for the past four years has been manager of Pantages Theatre, Edmonton, Alta., and formerly city editor of the Edmonton Journal. Hemorrhage of the brain was the cause of his death.

The Edmonton Journal announces the appointment of John M. Imrie as managing director of that paper, in succession to the late M. R. Jennings; also the election to the board of directors of Charles R. Morrison and Arthur Yockney, who have been on the staff for many years, as managing editor and business manager, respectively. Mr. Imrie's appointment takes place on the first of July.

G. W. Davidson, who recently purchased the Czar Clipper, will shortly house his plant in a new building being erected in Czar, Alberta. In the meantime the paper is being printed in Provost. Mr. Davidson, who was with Mr. McKay, of the Provost News, before buying the Czar plant, is probably the youngest publisher in Canada, being but seventeen when he took charge of the Czar Clipper. Young and active, he makes a special feature of his job department, and goes right out after business.

Starting a newspaper at the age of 81, is the unique experience of Captain J. R. Lowe, of Chaplin, Sask., who commenced publishing the "Chaplin Outlook" last fall. Captain Lowe was over fifty years of age before he learned the printing trade in Wisconsin, after a varied career of farming, fighting and politics. He took part all through the American Civil War, fighting for the Northerners in all the principal battles of the campaign. He joined as a private, and before the conclusion of hostilities, had been promoted to the rank of captain. Eleven years ago he moved to Chaplin, where he bought some land. Last fall, thinking that a newspaper would help the community, he started the Chaplin Outlook, a paper for the farmers.

Manitoba

The death occurred recently of Mrs. Blue, wife of Wilson Blue, day editor of the Manitoba Free Press. Mrs. Blue had just returned from a month's visit to Seattle and Vancouver, where she was very well known.

Lieut. Thomas C. Wetton, of the King Edward Horse, and afterwards with the Devons, who spent the year before the close of the war and after its close with the British forces in Finland and Northern Russia, being in charge of a Finnish Legion attached to the British command, has returned to Canada, and is en route to the west. Before the war Lieut. Wetton was a member of the staff of the Manitoba Free

Press. He also served with the British forces in the Boer War, and wrote two books on his experiences, one being entitled "With Rundle's Eighth Division.

Miss Carolyn Cornell, of the Winnipeg Tribune was elected president for the ensuing year of the 14th annual meeting of the Winnipeg branch of the Canadian Press Women's Club.

The death occurred recently at Alameda, Man., of Neil Fox, manager of the Alameda Despatch, and mayor of that town. As a newspaper man Mr. Fox was well known. For many years he was editor of the Morden Chronicle, and later the Morden Empire. Death was due to pneumonia.

W. J. Keyes, instructor of printing classes in Kelvin Technical School, Winnipeg, addressed the Saskatchewan Press Association in the University of Saskatchewan on June 3rd, the subject of his address being "Advertising in a Country Weekly." David Miller, secretary-treasurer of the Western Press, Moose Jaw, also gave an address on the subject of "System in the Front Office."

The Maritimes

The marriage of C. J. McGillivray, manager of The Casket, New Glasgow, N.S., to Miss Marion Elizabeth Sears, daughter of Mr. and Mrs. T. J. Sears, Antigonish, took place on May 31st. Mr. and Mrs. McGillivray left for Toronto, where they joined the special train conveying the delegates to the annual convention of the Canadian Press Association at Vancouver.

A process which, it is claimed, will reduce the price of paper 30 per cent, and make the world independent of a failing wood pulp supply, has been perfected by George A. Leavet, a former graduate of Dartmouth. The discovery is a method of de-inking old books and periodicals so the paper can be used again without the admixture of fresh pulp, of which 80 per cent has hitherto been required. Any chemist can remove the ink, it has been stated, but the problem has been that of doing it cheaply, and without spoiling the texture by chemical action, so that the print can be applied again. A quick process which requires neither expert supervision, nor new machinery, and employs cheap and easily accessible chemicals, has been found. The New York and Maryland Pulp and Paper Company has operated a plant for several months at Nixon, N. J., for the exploration of Mr. Leavet's discovery.

Quebec

The death occurred recently of Arthur Hitchings Chambers, who has for some time been commercial editor of the Montreal Star.

Following a survey of the advertising conditions throughout Western Ontario, the Chicago territory and New York, E. G. Smith, general manager of the Quebec Telegraph, who has just completed the trip, states that in the main, national advertising does not seem to be affected so seriously as one might suppose. It is true that some of the older advertisers have curtailed schedules and are working cautiously. On the other hand, a number of new advertisers seem to be cropping up which give advertising agencies reason to be optimistic. Throughout the agency field there seems to be a general disposition to regard the depression as being at its peak.

Ontario

On Saturday, June 11th, the staff of the Toronto Globe held their annual picnic at Queenston Heights

Mr. Comba, formerly of the Almonte Gazette, has been engaged as foreman of the Herald and Times, Walkerton.

The Canadian Box Makers Convention will be held in the Royal Connaught Hotel, Hamilton, on June 23 and 24.

Mrs. Walter Sovereign, wife of the publisher of the Lucan Sun, died on May 19th as the result of being run down by an automobile.

James S. Hastings, known to newspaper readers as "Luke McLuke," died on June 3rd in Cincinnati, following an operation for appendicitis.

Sir Campbell Stuart, K.B.E., managing director of the London Times, was the guest of the Kingston Canadian Club at a banquet in Grant Hall on May 19th.

The Crystal Beach Herald, the only summer resort weekly newspaper, published on the Great Lakes, owned by Henry Oges, issued its first number on June 11.

Buntin Gillies & Co. Limited

B & G & Co.

Buntin, Gillies & Co. Ltd. Wholesale Stationers and Paper Dealers, Hamilton, were the victims of a rather peculiar accident on the evening of June 14th, which resulted in considerable damage to a portion of the Stationery Sundries Stock.

During the afternoon a water tap in the Factory on the third floor was in some manner left open at a time when the city water supply was cut off to carry out certain repairs. It was after closing hours when the water was turned on again.

About 9.30 p.m. water dripping from the ceiling through the Office windows on to the street attracted the attention of a passerby, who gave the alarm. By this time the flood was inches deep on the floors of the Factory and Stationery Department immediately below, but with the exception of some records which were watersoaked, the actual damage was confined to a small corner of the Stationery Stock.

Early reports in the local papers were rather alarming in their estimate of the damage, but the Company are glad to assure their friends that these reports were greatly exaggerated, and that their service to the Trade will be in no wise affected.

B & G & Co.

Hamilton. and Montreal.

C. McCubbin, of the Times-Journal staff, Fort William, met with a painful accident recently in which he lost portions of two fingers, when his hand was caught in the big cutting machine.

John W. Eedy publisher of the St.Marys Journal-Argus is a member of the Executive Council of the St. Marys Board of Trade and has been re-elected Secretary of the Public Library Board for the eighth consecutive year.

At the request of the Woman's Patriotic Club The St. Marys Journal-Argus opened its columns for subscriptions to the Chinese Famine Fund. Response came in, subscriptions ranging from 25c to $200 until the Fund closed with $1670.00.

After some ten days' iilness of pneumonia, the death occurred of Leopold B. Davidson, the founder and editor of the Newcastle Independent, Newcastle, Ont. Mr. Davidson began his newspaper work twelve years ago, before which he taught school in various parts of Ontario.

The death occurred of Mrs. S. P. Harding, wife of the editor of the Port Rowan News, as the result of an automobile accident. Mrs. Harding became frightened, and in jumping from the car when it was backing up, dislocated her neck, death being instantaneous.

Mrs. M. O. Hammond, 148 Albany St., Toronto, and her eleven year old daughter were both injured, when they were struck by an auto while waiting for a street car. Mrs. Hammond is the wife of M. O. Hammond, financial editor of the Toronto Globe.

A. B. Smith, who has been connected with the circulation department of the Toronto Globe for fifteen years, died on June 6th, at 132 Hazleton Ave., Toronto, after a long illness. Mr. Smith for many years conducted a grocery store on Queen St. East, later linking up with the Globe.

For the first time since its inception 36 years ago, the Grimsby Independent in its issue of May 11th, carried a red ink headline across the top of its front page. A fifteen line wood type was used. It was announcing the decision of the Ontario Railroad Board in raising the status of Grimsby from that of a village to a town.

Adam Patterson, manager of the stereotyping department of the Toronto Globe, was the recipient recently of a suitable gift from his fellow workers in the department. The occasion was Mr. Patterson's resignation as manager of the department. Mr. Patterson has been with the Globe for forty years, and during that time secured the esteem and goodwill of all with whom he came in contact.

The death occurred in Toronto on June 15th, of J. Carr Anderson, for many years a newspaper man in Ontario and the United States. The late Mr. Anderson was engaged in newspaper work in the state of Michigan and later became editor of the Kemptville Telegram, and of the Mountain Herald, published in South Mountain, Dundas county. For the last four years Mr. Anderson lived in Toronto, and has been an employee of the Massey-Harris Company.

F. H. Flint has recently been appointed advertising manager of the Morning Bulletin, Fort William, Ont. Mr. Flint has had a wide experience in newspaper advertising. During his newspaper career, he has been advertising manager of the Manitoba Free Press, and was manager of the advertising department of the Saskatoon Phoenix and Nelson News. For a time Mr. Flint was with the Los Angeles Times and on his return to Canada was appointed business manager and secretary-treasurer of the Winnipeg Saturday Post.

At the third annual dinner of the Alpha Phi Delta Epsilon class, held on June 1st, at Hart House, a number of representative newspapermen were guests. Those present included C. A. Jennings, J. H. Cranston, W.R. Davies, W. A. Craick, E. R. Sayles, R. E. Knowles, Prof. Alfred Baker and Collier C. Grant. A pleasant feature of the evening was the presentation of a suitably inscribed cane to W. G. Colgate, the retiring president, which was made by Fred C. Hastings.

A new Laclede saw and trimmer was recently added to the equipment of the office of the Grimsby Independent, along with several new fonts of display type. This now gives The Independent the following equipment, all power driven: two Miehle flat bed, two C. & P. jobbers, 36 inch cutter, stitcher folder, saw and trimmer, two linotypes, 146 cases of job and advertising display type; 255 square feet of composing stone space. The editor also rises to say that it is all in use and all busy.

The Globe Printing Company, Toronto, Ont., held its annual meeting on June 8th, when reports of the year's operations were presented and approved. The meeting unanimously re-elected the retiring Board of Directors: W. G. Jaffray, Rev. R. A. Jaffray, A. F. Rutter, E. T. Malone, K.C.., G. Tower Ferguson and Martin Lowe. At a subsequent meeting of the directors, W. G. Jaffray was re-elected president of the company.

Frank Rolph, honorary president of Rolph, Clark and Stone, lithographers, Carlaw Ave., Toronto, a widely known business man, and considered one of the foremost experts in Canada in lithographing, died on June 3rd, in Toronto General Hospital, where he had undergone an operation. Mr. Rolph was 76 years of age. About fifty years ago he, with his brother, founded the old firm of Rolph, Smith Company. In 1904 the firm became the Rolph, Clark Company, and three years ago Rolph, Clark & Stone was formed. He was a member of the Board of Trade, and the Canadian Manufacturers Association.

The death occurred recently in Toronto of Emerson Bristol Biggar, well known throughout Canada and the United States as a journalist, publicist, and author. Although Mr. Biggar had been in ill-health for about a year, his death was unexpected. He was one of the pioneer trade journal publishers of Canada, having founded and successfully run several journals of this kind, principally connected with engineering and drygoods and textile trades. He was also an author of some repute, his published volumes of an informative nature being widely read.His last book was a history of the development of Hydro-electric power in Ontario. Perhaps his best work is his "Anecdotal Life of Sir John Macdonald," which won unstinted praise from the press of all political shades.

An interesting episode of the Trans-Canada tour of the Canadian Weekly Newspaper Association was the celebration on board train of the birthday of an old Toronto resident, James J. Cave, editor and proprietor of the Express, of Beaverton, Ont. Mr. Cave has the distinction of being the first person born in the famous camp at Aldershot, England, so well known to Canadian soldiers. His father was a soldier who served in Crimea, and afterwards went through the Indian mutiny. Mr. Cave came to Canada in 1870, and commenced his career in Toronto as a mesenger with the old Montreal Telegraph Co.

The printers' strike in Peterborough was settled on the following terms: The demand was for 44 hours in both news and job rooms, with a wage rate of $38 per week. Settlement was made on the basis of 48 hours in the newsroom, at a wage rate of $31.50 per week; in the job room 44 hours, with a rate of $30.00 per week. The job room obtains the 44-hour week, with no increase in wages, and the newsroom obtains an increase in wages of $1.50 per week, with the hours standing as they were, namely 48 hours. The contract was made for three years with the understanding that either party may open up the contract at the end of each year to discuss wages, when business conditions and the cost of living will be made the basis of negotiations.

Nelson Wilkinson is running the Weekly Times, a local paper for St. Clair and Oakwood districts. How is he getting along? We asked him and heard thusly:—

"Under separate cover you'll get a copy of The Weekly Times which I think will be a record in Canadian weekly newspaper business. This is only Tuesday morning and if the printers pull out this afternoon we'll have sixteen pages filled with ads, averaging four cents a line.. The St. Clair and District Business Men's Association were having a drive for members, and in connection with that we got them to put on a three-day special bargain campaign. Hence the extra ads. If we had had time we could have had twenty pages. Usually we take ads till Wednesday morning and make up on Wednesday afternoon for publication Thursday morning. This week, however, on account of the strike, we had to have all copy in by Monday night, and are making up this afternoon (Tuesday). We didn't start working on the ads till Friday and I think we have done pretty well. Mr. R. A. Everett and myself did it all, and we both feel pretty proud of ourselves. Mr. Everett is the man to whom I sold The Weekly Times about five years ago, and he and I are forming a joint stock company to put The Times on its feet."

Phone Adel. 5458 *Night Phone Jct. 2987*

REBUILT MACHINERY

The constant turnover of our rebuilt machinery is proof positive of the genuine manner in which we rebuild. Each machine goes out just like a new one—result, a satisfied customer. Write us your requirements, and we will show you what we can do.

No. 1572—Miehle Pony Press, bed 26x34.
No. 1568—Huber Two-Revolution, bed 39x53.
No. 1576—Babcock Standard Drum, bed 27x39.
No. 1577—Cottrell Paragon Drum, bed 26x35.
No. 1579—Whitlock Drum, bed 27x39.
No. 478—No. 11 Pearl Press, 7x11, with treadle and power fixtures.
No. 480—7x11 Gordon, with throw-off, treadle and power fixtures.
No. 493—7x11 Gordon, with treadle.
No. 466—10x15 Westman & Baker Gordon, with treadle and power fixtures.
No. 494—10x15 Westman & Baker Gordon, with power fixtures.
No. 487—10x15 Colts Armory.
No. 501—10x15 Westman & Baker Gordon, with treadle, power fixtures, balance weight. New Century Fountain and feed pin drawer.
No. 448—13x19 Colts Armory.
No. 1628—14x22 Universal.
No. 486—18x22 Caxton Platen.
No. 439—19" W. & B. Lever Cutter.
No. 488—26" Golding Lever Cutter.
No. 495—30" Peerless Gem Lever Cutter.
No. 497—19" W. & B. Lever Cutter.
No. 502—16" Challenge Lever Cutter.
No. 496—No. 3 Bench Embosser, new, a bargain.
No. 442—24" Rosback Perforator, treadle.
No. 471—Hansen Power Perforator.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

130 West Wellington Street, TORONTO

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

A New Galley

In this issue of Printer and Publisher Messrs. Manton Bros., Toronto, illustrate and announce the placing on the market their new invention, the "Manton Justifier" galley. Intended for use in connection with every class of job composition, this galley certainly impresses us as being a piece of printing office equipment that will fill a long-felt want. Even pressmen also will welcome it, for with this galley, if the compositor recognizes the simple rules of justification, and sets his galley gauges, to the correct measure, there is little fear of quads and other materials working up in the forms while running on the press. It should save a considerable amount of time wherever used.

An Interesting Production

"From Rags to Writing Paper," an effective booklet issued by the Rolland Paper Co. of Montreal, has just been received. Printed in two colors on Superfine Linen Bond; bound in stiff board covers with a plain gold and black label on the front, the story is concisely told in word and picture, portraying the process of manufacturing this Superfine line of Linen Bond. Splendid pen sketches of the late Hon. J. D. Rolland and Mr. S. J. B. Rolland, Vice-President, are shown. The company enjoys a reputation for splendid administration, evidenced by the fact that 33 per cent. of the employees have been with the firm over 20 years, and 70 per cent. over ten years. This is probably the fundamental reason for the high standard of quality maintained by the firm. Readers will notice the ads now running in Printer and Publisher, all of which are used in the makeup of the book.

R. T. Porte, of the Porte Publishing Co., Salt Lake City, has resigned his position as chairman of the Employing Printers' Association of Utah. J. L. Brown, of the Legal Printing Co., has been elected to succeed Mr. Porte.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE—WAITE AND SAVILLE 8 x 4 Die Press in perfect running condition with Sprague Motor and variable speed starter if desired. A very useful press for Jobbing or Specialty Office. Price is right. Press can be seen running at any time. British Canadian Publishing Company, 122 Richmond Street West, Toronto.

FOR SALE—ONE COX DUPLEX PRESS, 8-page with folder, in good condition, on easy terms. Quantity of display metal type for newspaper work, a number of imposing stones. One Babcock Optimus Press, 28 x 41 bed, in splendid condition. One paging machine, one punching machine, foot power, with seven punches. One Model K. Linotype with two magazines and 6, 8 and 10 point matrices in good condition. Apply The Review Co., Limited, Peterboro.

FOR SALE—AN OLD ESTABLISHED JOB printing and newspaper plant. In a thriving city of 14,000-16,000. Full particulars furnished. Apply Box No. 1521, Printer and Publisher. (p7p)

AUTOMATIC FEEDERS 10% TO 25% FASTER than hand feeding. The McCain attached to Dexter, Brown, Anderson, Hall or any other high-speed folder gives the printer maximum production. Write for detailed information, mentioning Printer and Publisher, to McCain Bros. Mfg. Co., 29 South Clinton St., Chicago, Illinois. (psp)

ONE MODEL 2 CANADIAN LINOTYPE, in good running order, also motor for same. One Challenge Proof Press, 9" x 27", with iron stand, in perfect condition. Apply Box 4621 Printer & Publisher. (P.6.P.)

Machinist-Operator
Open for Position

MACHINIST-OPERATOR DESIRES TO locate in British Columbia and will be open for engagement after September 1st. Is also an all-round printer. Can furnish good references. Have been with present employer over a year. Correspondence solicited. Address H. H. Dean, P. O. Box 773. North Battleford, Sask.

Study the Advertisements

READER'S NOTICE
Regarding
CHANGE OF ADDRESS

A REQUEST FOR CHANGE OF ADDRESS must reach us at least thirty days before the date of the issue with which it is to take effect. Duplicate copies cannot be sent to replace those undelivered through failure to send this advance notice. Be sure to give your old address as well as the new one.

SITUATION WANTED

MECHANICAL SUPERINTENDENT DESIRES change about September first or would purchase whole or part interest in good town weekly or job office where machine could be installed. Knows the business thoroughly. Box 3621, Printer and Publisher.

ADVERTISING MAN WITH VALUABLE Canadian and U. S. daily newspaper executive training wishes to discuss new proposition with publisher seeking live, earnest worker, to take entire charge of foreign and local departments—solicit, advise, prepare lay-outs and result-producing copy and accomplish real promotional work. Box 2621, Printer and Publisher. (P.6.P.).

THOROUGHLY EXPERIENCED AND ENergetic man would consider opportunity where working interest in good growing busines could be secured with small investment. Full newspaper and mechanical experience, including business management. Opening in British Columbia or West preferred. Proposition must stand full investigation. Write Box 1621, Printer and Publisher. (P.6.P.)

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220. Printer and Publisher, 143 University Ave., Toronto. (pufn)

WANTED

WANTED TO BUY—A PLATEN PRINTING Press, good fair shape, 10 x 15 or 15 x 20, also Cardboard Shears, 38 x 40-inch; also Cutting Knife, 36 inch. Surecatch Fly Catchers, Woodstock, Ont. (P.6.P.).

Printers Wanted

We have splendid vacancies for a few ad. men, stone men and linotype operators. The nature of our business offers advantages beyond those of the ordinary printing establishment. Many former employees of our mechanical department are to-day occupying highly-paid positions in our editorial and selling departments. The General-Manager himself was formerly a compositor. The scope for advancement is thus practically unlimited.

We have definitely adopted the open shop principle, and neither now nor in the future will any discrimination be shown against non-union employees.

For men desirous of getting into the ad-writing profession the composing room training offers an excellent opportunity. Among other advantages the business offers are opportunities for taking various training courses, our welfare and nursing service, group insurance (minimum $1,000) for men, and steady work the whole year round.

Apply personally or by letter to the Employment Department

The MacLean Publishing Co., Ltd.

TRADE AND TECHNICAL NEWSPAPERS AND MAGAZINE PUBLISHERS

143 University Avenue, Toronto

Let Us Set Your Type!

We Can Reduce Your Expense

Linotype and Monotype composition! Quick, efficient and economical service! If you have no machines it will pay you to send your straight matter and tabular jobs to us. If you have machines, but have more work than you can conveniently handle, let us help you out of your difficulties. Trade work only, including composition and make-up delivered in galley or page form to offices in Toronto and outside points. English translated into French.

No Connection With Any Printing House

Mono-Lino
Typesetting Co., Limited
160 Richmond St. West
Toronto

GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

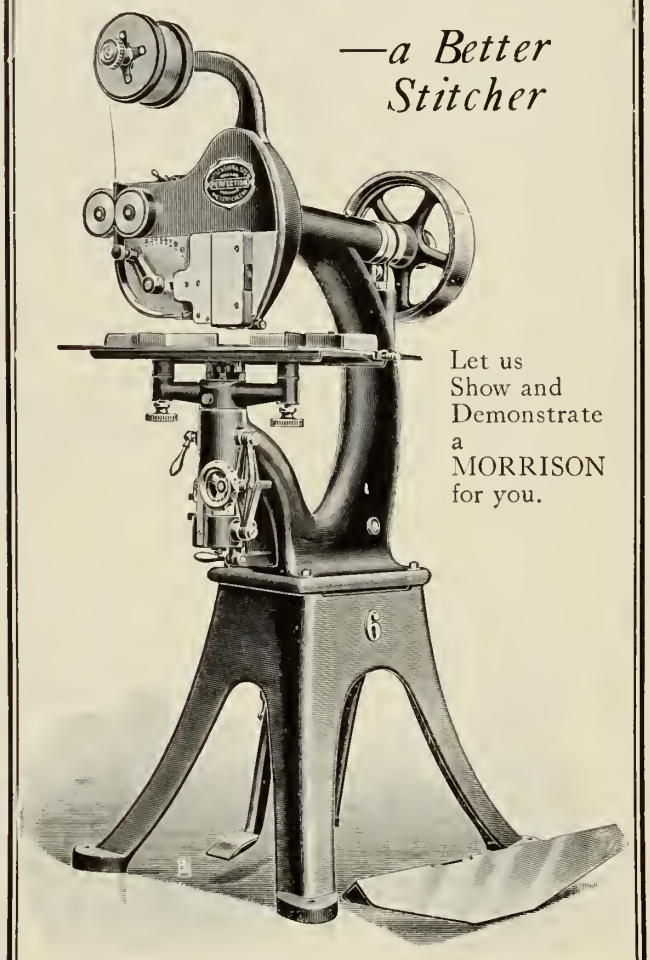
Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street
The Goss Printing Press Co., of England, Ltd., London

THE MORRISON "PERFECTION"

—a Better Stitcher



Let us Show and Demonstrate a MORRISON for you.

FOR thirty years the J. L. Morrison Company has been striving to build a better and better stitcher. The Morrison "Perfection" stitcher of to-day leads the world. Note the following points of extra usefulness obtainable only in the "Perfection": Gives a positive feed—simple of adjustment—ease and speed in changing wire and threading—only one place for inserting wire—wire cannot kink—feed automatically adjusts itself to any size wire—holds and grips wire while being cut.

Send for Catalogue

THE J. L. MORRISON CO.
Bookbinders', Printers', Litho' and Box Makers' Machinery
445-447 KING STREET WEST
TORONTO, ONT.

BRITANNIA BOND

A High-Grade, Medium Priced Paper With Exquisite Printing Qualities.

Suitable for Letter Heads and Office Stationery

Samples Gladly Sent on Request.

W. V. Dawson, Limited
MONTREAL

TORONTO OTTAWA QUEBEC

NOTICE

Beveridge Paper Co., Limited

Some years ago we started a Mill Supply Department in connection with our Paper business, to sell certain specialties to our Pulp and Paper Mill friends. This Department has been so successful, and as we are now selling these lines to the trade generally and continually adding new lines, we have felt that the word "Paper" did not sufficiently well indicate the nature of our business, a portion of which is in Mill Supplies. We have therefore made the slight undernoted change in the name.

Of course, as in the past, the bulk of our business will be in Paper and Paper Goods, as we are in a better position than ever to look after the interests of our friends in the printing business.

Beveridge Supply Company,
Limited
SUCCESSORS TO
Beveridge Paper Company,
Limited
MONTREAL

INDIAN BRAND

GUMMED PAPERS

A Canadian-made product which is equal to any imported sheet being offered to-day. For writing surface, adhesive and non-curling qualities, it is the best sheet for job purposes.

Two Grades **Three Weights**

Three Adhesives
Dextrine
Fish Glue
Blend

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO

Sold through all Prominent Jobbers

Say you saw it in PRINTER AND PUBLISHER.

Nothing Created---

More stir and interest at the recent New York Printers' Show than the new Automatic Osterlind Job Cylinder Press feeding absolute register at four thousand per hour. It is the surest means of catching up with production and the cost of operation is so small.

MILLER & RICHARD

7 Jordon St., Toronto, Ont.

"It Sings Along Like a Victrola" - - Alex Abraham, STRATFORD.

MULTI- NEW ERA PRESS PROCESS

The Fastest Flat Bed and Platen Presses on the Market

7,500 Impressions Per Hour

THE "New Era" Multi-Process Press is a high speed, flat bed and platen press with an intermittent web fed.

The paper is kept taut in the press by an adjustable tension and is guided by side guides at every point where an operation is performed. Because of these features an accurate register is possible at remarkably high speeds.

Send us samples of your multi-color or special operation work. We want to show you how economically they can be produced on the "New Era" Press.

NEW ERA MFG. COMPANY

394 Straight St., Paterson, N. J.

CHATHAM BOND

It Spells Economy

COMPETITION among printers was never keener than it is to-day. Often a job is lost by a margin of two or three dollars on the estimated price. When estimating the cost of a letterhead or other job requiring a bond paper, figure on Chatham Bond. It is a popular quality paper and sold at price that represents the last word in economy. It will swing the job your way. Made in white and six tints. Complete range carried in stock. Telephone, wire or write for prices.

We carry a full range of papers and boards for Printers and Lithographers.

WHYTE PAPER CO.

LIMITED

55 BAY STREET
TORONTO

Say you saw it in PRINTER AND PUBLISHER.

Bookbinders' and Printers' Machinery

Quality Equipment and Quick Delivery

WE can fill all your machinery requirements for the Bindery. Bindery equipment is our specialty. Our customers include the largest as well as the smallest printing and bookbinding firms in Ontario—in fact we do business from coast to coast.

In the Brown Folding Machine we have a line without a peer; the Latham line of Bookbinding Machinery needs no comment—it is in a class by itself.

We also carry a variety of used job printing presses which you can buy at very moderate prices. Let us know what you need.

Quick Services

H. J. LOGAN

Bookbinders' and Printers' Machinery

114 Adelaide St. West, Toronto

Sole Agent

LATHAM MACHINERY COMPANY

CHICAGO

Sole Agent

BROWN FOLDING MACHINE COMPANY

ERIE, PA.

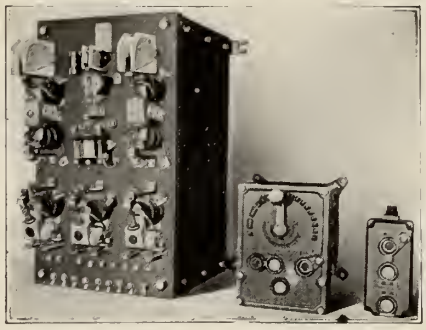
Selling Agent

McCain Automatic Feeders

for Folding Machines

National Thread Book Sewing Machines

Used by the Best Known Printers



D.C. Universal Controller Equipment

CLINE-WESTINGHOUSE MOTORS CONTROLLERS

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

NAME SERVICE QUALITY FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

"Endurance" Printers' Rollers

and

INKS

for anything that can be printed

Order from our Nearest Branch

THE AULT & WIBORG COMPANY OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

WE CARRY A

"CANADIAN MADE" PAPER

for every purpose

It is good, sound business to buy
Made-in-Canada Goods

FRED W. HALLS PAPER COMPANY, LIMITED
257 ADELAIDE STREET WEST, TORONTO, ONTARIO

LETTERPRESS AND LITHOGRAPHIC PRESSES

Manufactured by Linotype and Machinery Limited at Altrincham, Eng.

J&M TWO-REVOLUTION PRESS. This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work. It is correctly designed and is built of perfect material by skilled engineers. It possesses many advanced features and is built in six sizes as follows:—

Machine No.	Size of Sheet	Size of Type Matter
000000	46″ x 66″	44″ x 64″
0000	42″ x 61″	40″ x 58″
00	42″ x 55″	40″ x 52″
1	36″ x 52″	34½″ x 49″
3	32″ x 45″	30″ x 42″
4	26″ x 39½″	24″ x 27″

THE CENTURETTE. This two-revolution press is built to run at rate of 3,000 impressions per hour. It is solidly built, simple, and effective in design with few working parts. One size only to take sheet 24″ x 37″.

J&M OFFSET. The printed sheets are always delivered face up on the table clear of the machine at a convenient height for examination. Perfect inking, damping and manipulation of the plate is facilitated. Built in three sizes, as follows:—

Machine No.	Size of Sheet	Size of Design
No. 1	37½″ x 52″	37″ x 52″
No. 2	33½″ x 45½″	33″ x 45½″
No. 4	25″ x 37″	24½″ x 37″

J&M TWO COLOUR OFFSET. A very valuable, versatile press at present built in one size only. Sheet size 35″ x 48″.

J&M LITHO-ROTARY. This "direct" litho press produces the finest colour lithography. Made in the following sizes.

Machine No.	Size of Sheet	Size of Design
No. 0	47″ x 64″	46″ x 63″
No. 1	44″ x 64″	43″ x 63″
No. 2	35″ x 48″	34″ x 47″
No. 3	32″ x 42″	31″ x 41″

Write for full particulars to

LINOTYPE & MACHINERY LIMITED

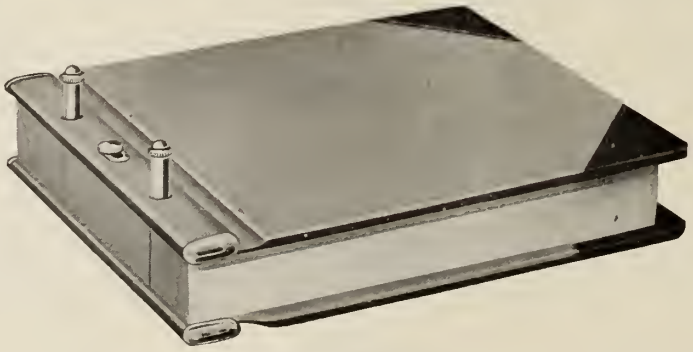
c/o Canadian Linotype Limited

68 TEMPERANCE STREET, TORONTO

LUCKETT'S STERLING LINE

MADE IN CANADA

Phones
Adelaide 3105
" 2993



Write
Phone or
Wire

STYLE DE—Full Slate Blue Army Duck, Hard Pressed Binders Board, High Quality Metal, Exposed Nickeled Ends, Heavy Red Corners.

STYLE GE—Same as above, except ends are covered with canvas and corners are Black Cowhide.

Send us your next order for Sectional Post Binders. Specify Style GE.

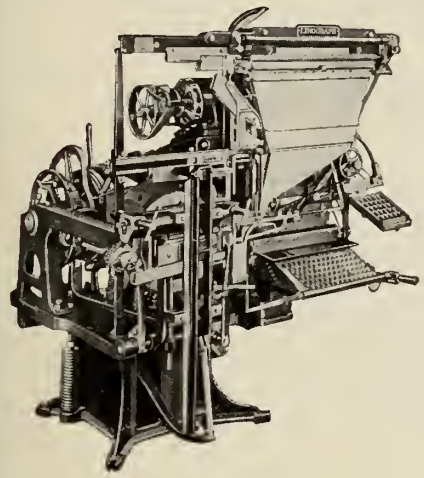
QUALITY, SERVICE AND PRICE GUARANTEED

Sold through the trade only.

LUCKETT LOOSE LEAF, LIMITED

545 King St. West - - TORONTO

PROOF OF THE PUDDING



There is no better way to test the truth of what we say about the Linograph than to find out what it really has done for your fellow publishers after it was installed.

You know that the average country newspaper publisher has not a very large cash capital to use in making experiments. You know that when he makes the initial payment on a machine, pays the freight and incidental expenses, then his cash is just about gone. Sometimes he borrows that too.

Experience proves it. We know these things from experience and we know that out of more than four hudred such men who bought Linographs, very few have failed to make their payments. That means they have made MORE MONEY after the Linograph was installed than they ever did before.

In plain English it means the Linograph paid for itself; in many cases it created a little surplus, so that the Linograph owner could purchase an auto or a new press or build him elf a new home.

Act Now—Today. Invite our representative. You do not obligate yourself. All we ask is that you give him a good hearing when he comes. If he can't "show you," send him away empty handed.

THE LINOGRAPH
WAY IS THE
EASIEST WAY

Write for literature.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

Royal Worcester

Enameled Blotting

The best to be had

Carried in Stock in 19 x 24 — 100 and 120

White on Blue and White on Pink

Fawn on White	Azure on White	Primrose on White
Bright Green on White	Pink on White	Lt. Green on White
	India Tint on White	

Distributors for Ontario

UNITED PAPER MILLS, LIMITED

TORONTO HAMILTON

Wilson-Munroe Co., Limited
TORONTO

ANNOUNCEMENT

We wish to announce to our many Friends that our New Loose Leaf Sample Books of Writings, Bonds, Ledgers, Bookpapers, etc., are now being distributed and we trust you will find it helpful when ordering or figuring on your Paper requirements.

Should you not have received your copy, it will be sent by return mail upon request. Write to us to-day.

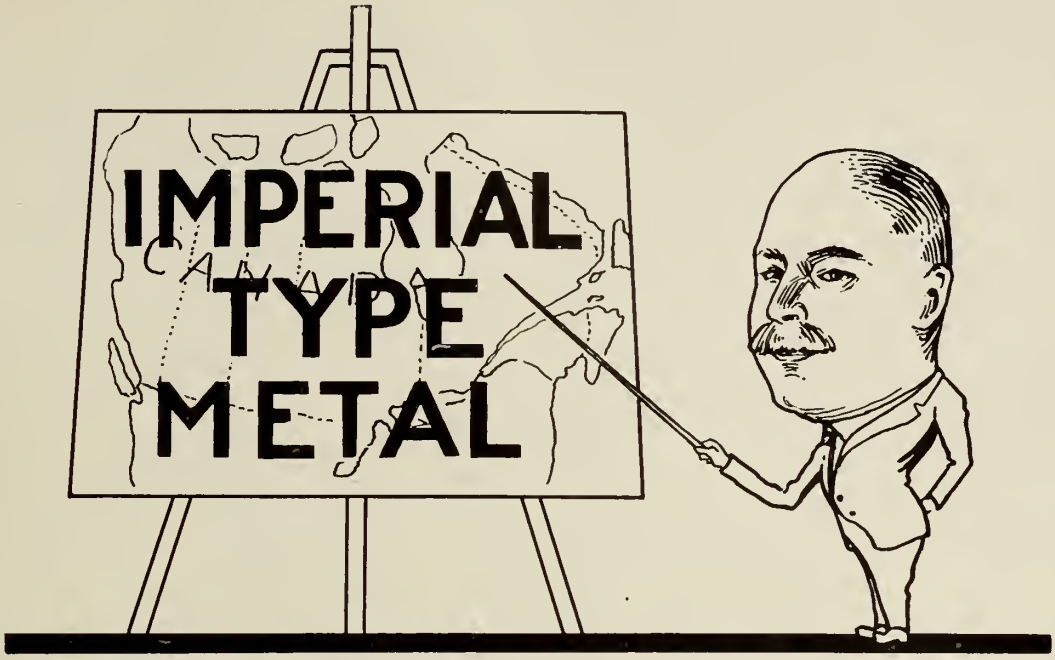
WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

The
Reliance Engraving Co.
Makers of
Perfect Printing Plates

Cor. Edward St. & Centre Avenue
Toronto

RELIANCE ENGRAVING TORONTO

Telephone Adelaide. 4094
Canada.



Mr. Harris, President of the Canada Metal Co. says:

THERE is something tangible behind the hold which Imperial Type Metals has upon the Canadian Printing field.

We were in the field at the start—that is when type-setting machines and the stereotyping processes became an established success. We recognized from the beginning that to secure the best printing results a peculiar quality of high-grade metal is necessary. So we studied requirements thoroughly. Our investigation included every necessary detail from our laboratory to the type-setting machine slugs and stereotyping plates. The results being perfect metals for every printing purpose.

The job printers and publishers of Canada appreciate the SUPREMACY of our products and order them continually.

Our Type Metals Include

Imperial Linotype	*Imperial Monotype*
Imperial Intertype	*Imperial Stereotype*

"THE TYPE METALS SUPREME"

CANADA METAL COMPANY, Limited.

TORONTO MONTREAL WINNIPEG VANCOUVER

Go to Goes for

Stock Certificates
Both Regular-Litho and Steel-Litho Designs
Stock-Certificate Binders
Bordered Blanks

Diplomas	Certificates of Award
Bonds	Mortgage Notes
Charters	Insurance Policies
Marriage Certificates and Licenses	

Bound and Loose-Leaf Corporation Record-Books

Lithographed Calendar Pads

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
41 West 61st Street
Chicago

The leading stationers and printers of Canada carry these items in stock.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

What do you look for---

When you buy thin paper for printed manifold forms, or for copies of Letters, Reports, Lists and other business papers?

Quality, Economy or Service?

You will find them all---High Quality, True Economy, Good Service---in

Esleeck's Thin Papers

They are sold by leading paper merchants.

Ask Dept. H. for new sample book

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

Wages ÷ 2 = 50% Saving
Output × 2 = 100% Increase
total = 150% GAIN

←MILLER IDEAL UNIT

The Problem of the Hour Solved by Millers

If you will total up the money you have paid out in wages to hand-feeders for the last twelve months, and then *divide* this sum by *two*, you will get a fair idea of the saving the Miller Feeder accomplishes in your Miller-Equipped neighbor's plant.

If you will total up the impressions produced by your hand-feeders for the last twelve months, and then *multiply* this sum by *two*, you will get a fair idea of the increased production the Miller insures your Miller-Equipped competitor.

You owe it to yourself and to your business to find out what Miller Feeders will do in reducing your labor costs and speeding up your production—*the problem of the hour.*

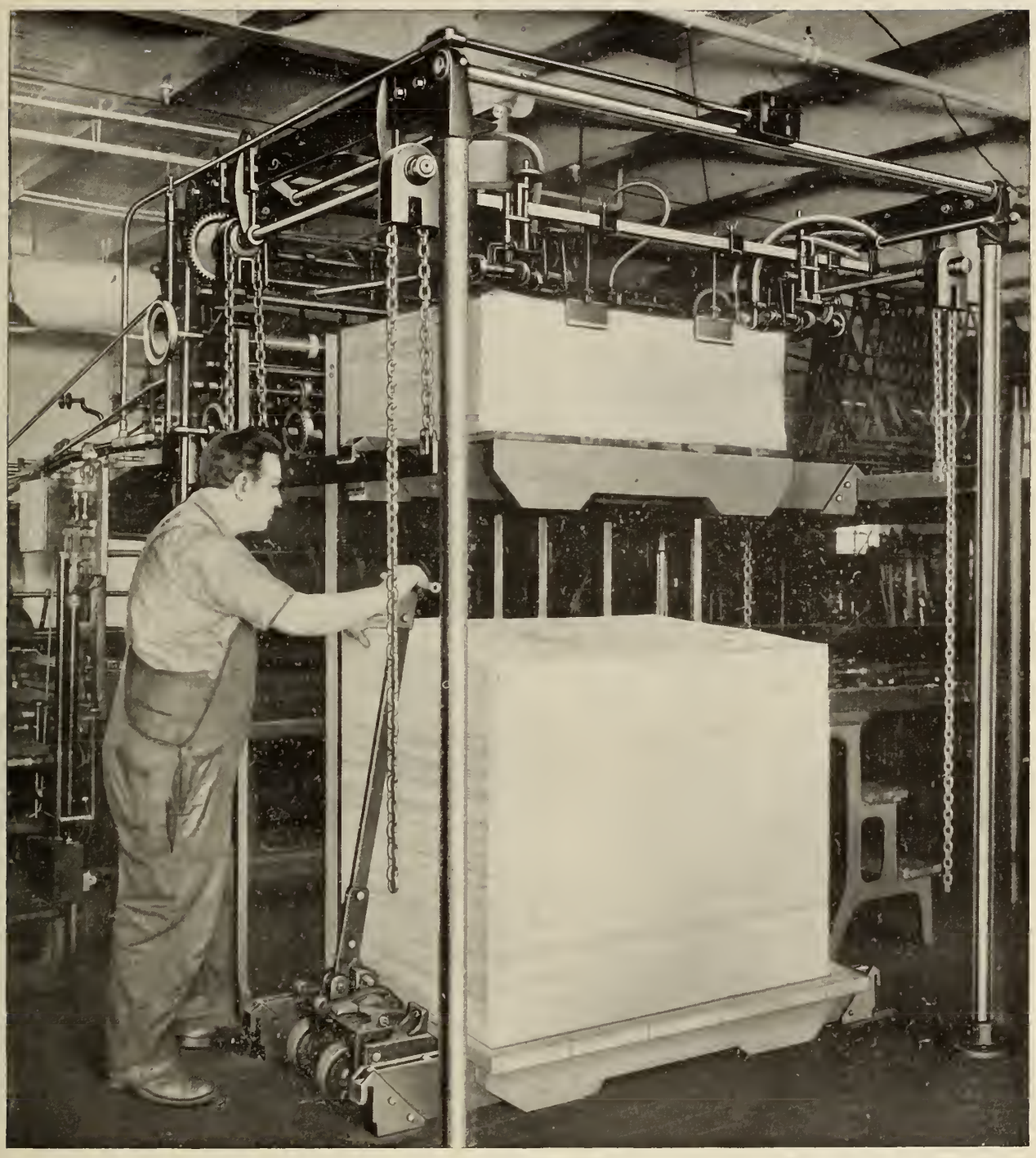
Write to-day for descriptive matter, prices and terms.

Miller Saw-Trimmer Co.
Branches: Atlanta—Boston
Chicago—Dallas—New York
Philadelphia
San Francisco

Manufacturers of
MILLER
Saw-Trimmers

WRITE FOR CATALOG

TORONTO TYPE FOUNDRY CO., TORONTO
Selling Agents outside British Columbia



Pile Type, Truck Loading, Suction Feed

The time and labor saving features of the pile type, plus the additional labor saving advantages of truck loading are combined in this new Dexter suction pile feeder.

The suction feeding mechanism requires no margins and eliminates all friction on the printed part of the sheet when separating and advancing the top sheet. This is a distinct advantage when backing up or on all work printed in two or more colors.

The suction features used in this machine are amply vouched for by President Brashear of the Ft. Orange Paper Company in the following quotation:

"We have been waiting for years for the perfection of the automatic feeder to the point where it would handle paper board of varying grades and weights, and the Dexter Folder Company have finally surmounted the difficulties and produced the desired machine."

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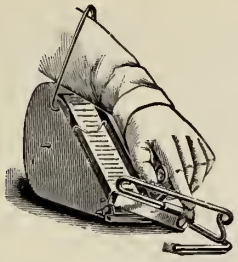

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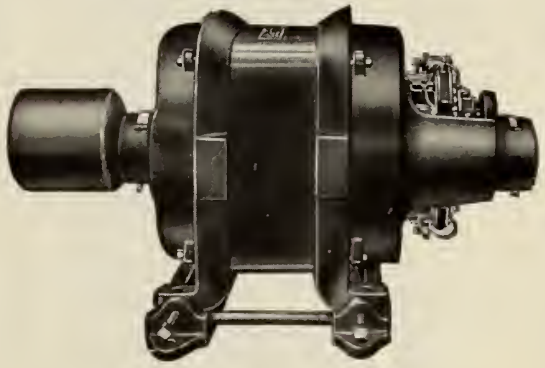

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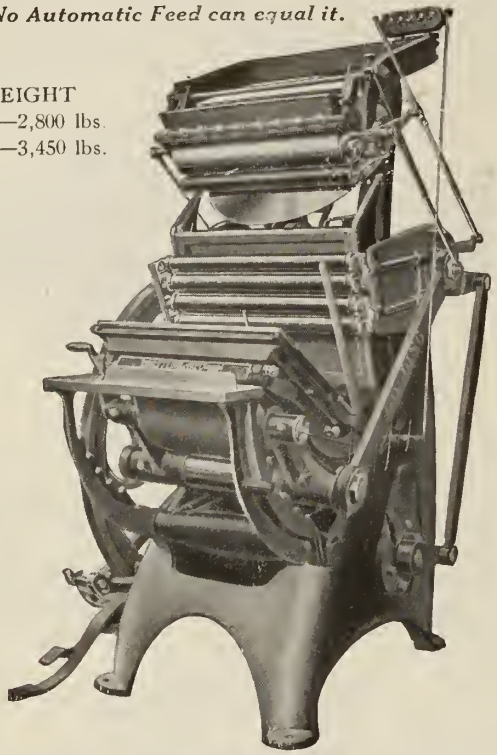

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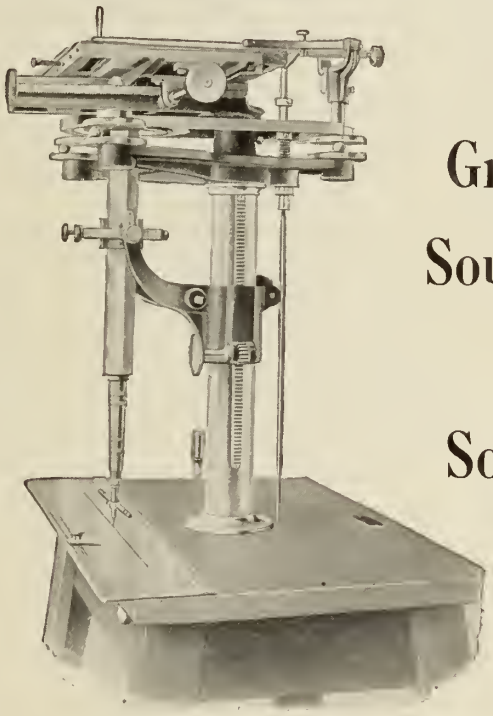

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Golding Mfg. Co., Franklin, Mass.
Kallstrom, J., New York City.
Liberty Folder Co., Sydney, Ohio.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
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Golding Mfg. Co., Franklin, Mass.
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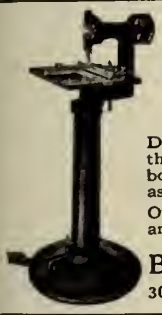

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Niagara Paper Mills, Lockport, N.Y.
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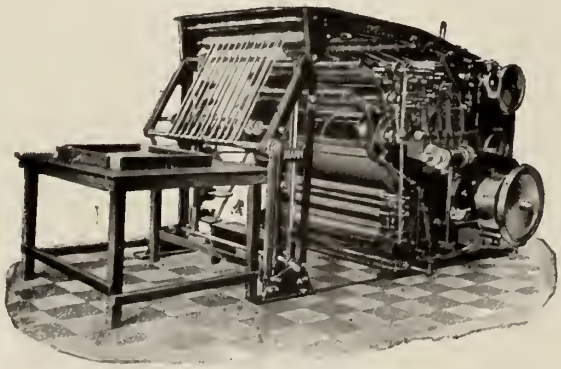

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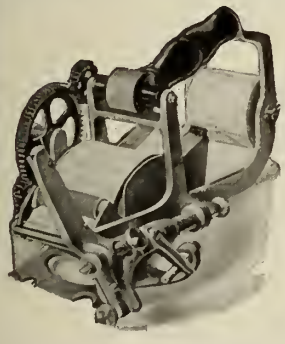

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If not, do not pay any attention to this; if you are, look on page 46

"Merit never goes unrewarded"

THIS wise old saw is proven once more by the fact that three of the five Toronto dailies have recently commenced using "HOYT" Type Metals. Another tribute to unexcelled Hoyt quality.

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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"Canadian Printer and Publisher," Canada's National Printing Trades Paper, $3.00 per year. $3.50 in the U. S. A.

Say you saw it in PRINTER AND PUBLISHER.

FEATURES OF

Art Photo Book

Strength — *Good Color*
Body — *Uniformity*
Good Finish — *Moderate Price*

THERE are several points of difference between ART PHOTO BOOK and other recognized high-grade book papers, quality, attractiveness and price.

It has the strength and body demanded in a good book paper, and its high, smooth finish makes a splendid printing surface. It takes the finest of halftone screens with the best of results, and as it does not curl or stretch it may be used with perfect safety for color work.

ART PHOTO BOOK is just the paper to meet production costs of catalogs and booklets or any other job requiring S. C. Book paper.
As a good judge of paper you will realize the economy represented in ART PHOTO BOOK after you have once examined its quality and learned its price. Stocked in all regular sizes and weights at Toronto and Montreal, and in Winnipeg by Barkwell Paper Co.

May We Submit Samples?

MADE IN TRADE MARK CANADA

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P.Q.

LINOTYPE TYPOGRAPHY

The System for the Modern Shop

DESIGN, lay-out, and composition are simplified by the clear, logical plan and method of Linotype Typography. This system, made for the book-and-job office, introduces order and sureness. It produces quality with great economies of material, time, and labor. Created for the Mergenthaler Linotype Company by one of America's most successful printers, it equips every printer, large or small, for the best results on any job from a card or envelope to the most elaborate book. It is for use on any Linotype, just as it stands, anywhere. Eminent printers have become convinced that this latest of Linotype contributions to the printing art is changing the book-and-job world just as the early Linotype revolutionized the newspaper world.

TYPOGRAPHY

This page is entirely LINOTYPE *composed. The face is Bodoni (with which both Bodoni Book and Bodoni Bold are available). The decorations are made up of 24-point matrix No. 828d, 6-point matrix No. 157, with matrix slides Nos. 405 and 508. There are many interesting specimen sheets of* LINOTYPE TYPOGRAPHY *faces and related ornament. They will be sent on request.*

CANADIAN LINOTYPE LIMITED

68 Temperance Street *Toronto, Ontario*

Volume 30, Number 7

July
ISSUE

Toronto, Canada, 1921

THE CANADIAN PRINTER & PUBLISHER

Some of the Contents

How Goes the Strike?

Know Your Costs
by J. J. Hurley

Type Faces, Old and New
by F. W. Goudy

Poor Copy Is Expensive
by C. J. Morris

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC COVERS (Registered)

Unequalled for All-Round Usefulness

IT invariably pays the printer to keep well-stocked with a good all-round cover paper—a cover paper he can use for catalogs, booklets, folders, broadsides, private post cards, etc.

Fibrestoc fills the bill! For value, for variety and all-round usefulness it is supreme! The printer who lays in a good store of **Fibrestoc** has a cover paper on hand which satisfies any customer.

IT is strong and bulky, with a quality appearance. It is well adapted for color printing and embossing, and is made in the most popular colors—buff, white, lavender, gray, robin's egg, blue, russet, brown, wine and green.

NOTE—If you are in the habit of buying imported covers, turn to **Fibrestoc**—you'll save several dollars per ream.

Sample book on request.

DISTRIBUTED BY

Barber-Ellis, Limited .....Calgary
Barkwell Paper Co. .....Winnipeg
Brown Bros., Limited .....Toronto
Buntin, Gillies & Co., Limited, Hamilton
Buntin, Gillies & Co., Limited, Ottawa
Canada Paper Co., Limited....Montreal
Canada Paper Co., Limited.....Toronto
Clark Bros. & Co., Limited....Edmonton
Schofield Paper Co., Limited....St. John
Smith, Davidson & Wright, Limited, Vancouver
Smith, Davidson & Wright, Ltd., Victoria
L. P. Turgeon .....Quebec

MADE IN TRADE MARK CANADA

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P.Q.

You wouldn't burn down the town hall, would you? Then why set fire to provincially-owned timberlands? In both cases the public stands the loss.

HERE ARE THE CHIEF CULPRITS:

1. The Camp-fire you "forget" to extinguish.
2. Lighted tobacco and matches.
3. Fires used carelessly for clearing land.

These things are public enemies. Put them out of business.

We cannot have Forest Jobs and Forest Fires in the same district

This advertisement is inserted in the interests of fire prevention by

CANADA PAPER CO

DOMINION

Printing and Lithographing

INKS

Striving Ever to
Make Them Better
Has Made Them
the BEST

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2F41

STEEL GOODS
HAMILTON
WOOD GOODS

A COSMIC LAW

Order has been termed Heaven's first law, and it is undoubtedly the chief factor of efficiency in every activity of human life. It conserves energy, promotes happiness, eliminates destructive frictions and wasteful delays. In so far as you conform to the demands of this universal law all desirable things will be added unto you. —*Spencer.*

No. 3637
Our Monotype Keyboard Operator's Cabinet. Glass top; copy drawer; compartments for key banks, empty spools, space drums, keyboard paper, extra parts, etc. Under the glass top may be placed the various working Charts and Tables. Handy, because the height is correct for operator seated at machine.

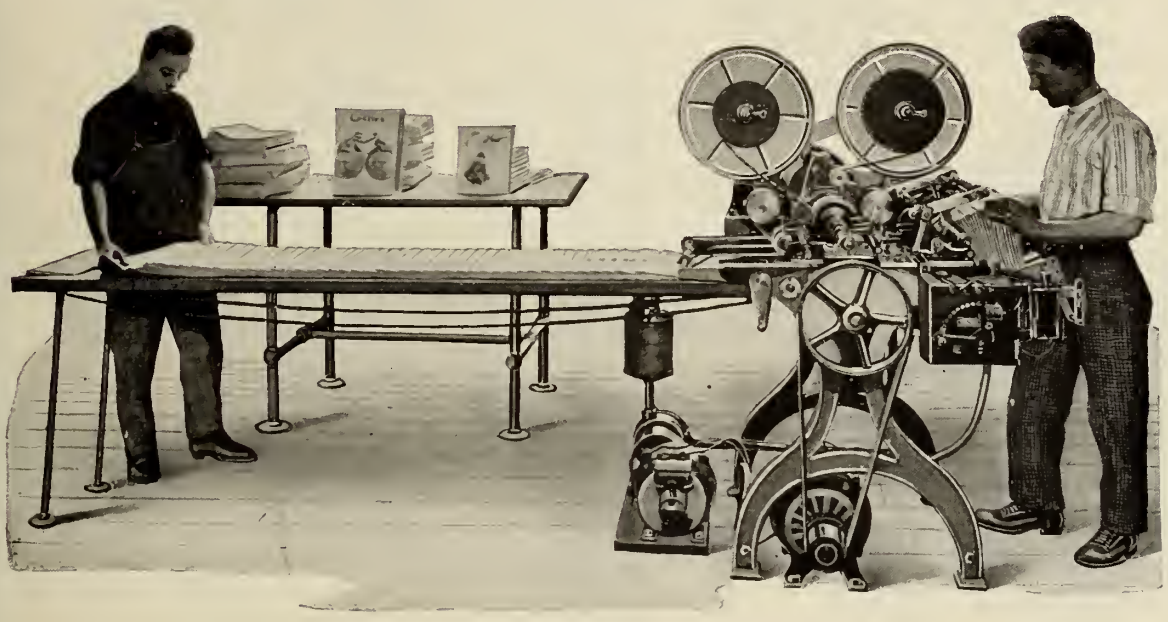
Hamilton Goods are designed to help you toward success.
Write for details and prices.

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

Pollard-Alling Automatic Addresser



Capacity 12,000 Addressed Newspapers or Publications Per Hour

Makes Big Reduction in Cost of Operation

The Pollard-Alling Automatic Mailing Machine represents the biggest and most effective advance in cutting the cost of addressing newspapers, magazines and other publications of a like nature. It prints addresses on margin direct and makes distinguishing mark for separation of post offices. The address is on top in plain view as the publication comes from the machine. The capacity of the Pollard-Alling Addresser is 12,000 addressed newspapers or periodicals per hour.

Records kept in one of the many newspaper offices where it is in use show that it has saved 31 per cent. of former costs of using type and galleys, and the change from the old system to the Pollard-Alling System released enough type and metal to more than pay the entire cost of installation.

Lists are counted in a fraction of the time consumed by the old system and much less floor space is required.

Every user of the Pollard-Alling system speaks enthusiastically of its efficiency and economy. What it does for others it will do for you. Have us send you full information.

POLLARD-ALLING MANUFACTURING CO.

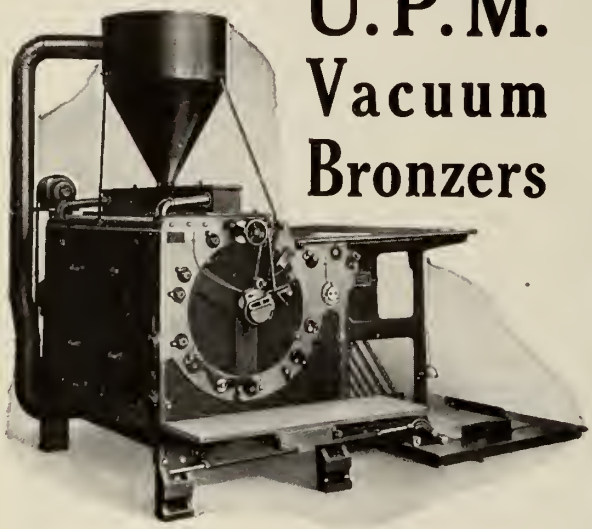
312-316 East 23rd Street, New York, N. Y.

United Printing Machinery Company

22 Houses

that use a total of **109**

U.P.M. Vacuum Bronzers



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RE-ORDERS TELL

The ONLY Known Means

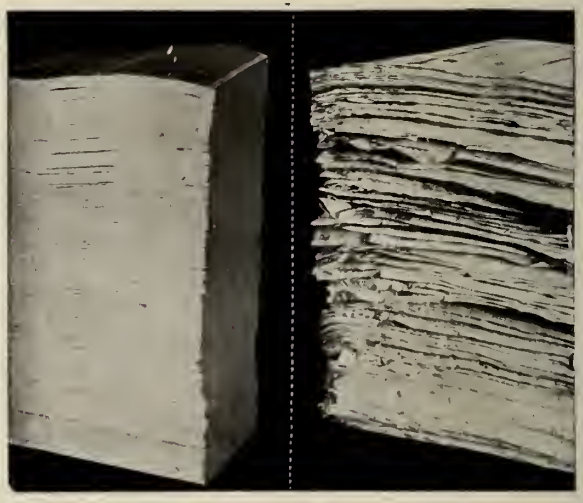
of entirely eliminating static electricity is

THE

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this instead of like this



Send for copy of "Facts"

UNITED PRINTING MACHINERY COMPANY

38 PARK ROW
NEW YORK

604 FISHER BUILDING
CHICAGO

83 BROAD STREET
BOSTON

Equally vital with a desire to serve, is equipment: machines and methods adequate to the service proposed. The three features of complete composing room service—

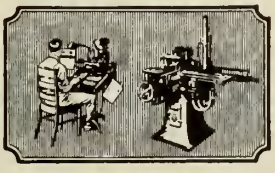
COMPOSITION
MAKE-UP
NON-DISTRIBUTION

find their efficient development in Monotype plants. The material with which this three-fold service is rendered, comes from the flexible Monotype, as composition, or type for the cases, or strip and space material in bulk.

COMPOSITION from a Monotype plant brings smoother working conditions. It is machine-set and it is single type (with related convenience and economy). Changes of any kind—corrections, alterations—are made as easily and as quickly as if the matter were set by hand in your own composing room.

MAKE-UP is handled more expeditiously in a Monotype plant because of a wealth of material. Monotype faces in display retain the excellence of Monotype design; and you have the same ease of making changes.

NON-DISTRIBUTION of course, is a product of the Monotype exclusively. Every composing room in touch with a Monotype trade plant now has the means to cut its costs, to increase its efficiency, and to produce more readily the highest quality of printing. The desire to serve, plus the equipment for service—these are the facilities of the Monotype trade plant. There is one near you.



LANSTON MONOTYPE MACHINE COMPANY

Creators of Non-Distribution Equipment

PHILADELPHIA

[THIS ADVERTISEMENT IS ONE OF A SERIES, AND IS A PART OF OUR CAMPAIGN OF TRADE PLANT CO-OPERATION]

325 This advertisement set in Monotype Series No. 337 and Monotype Rules and Borders

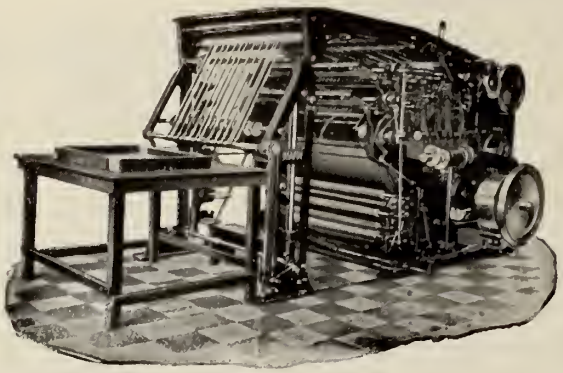
Efficient! More Efficient! Most Efficient!

1871 1921

MANN MACHINES are the superlative comparison of efficiency for all Lithographic Printers.

WHY? Because they are the product of the best brains of the lithographic printing world in conjunction with the best brains, machine tools and work of engineers with

FIFTY YEARS' EXPERIENCE OF LITHOGRAPHERS' NEEDS



TWO COLOUR AND PERFECTING ROTARY OFFSET MACHINE

Find out everything you can about our single colour, two colour and tin-printing machines.

Such information will be to your advantage and will result in placing your orders with us.

GEO. MANN & CO., LTD.

HENRY STREET, GRAY'S INN ROAD
LONDON, W.C. 1, ENG.
CABLES: LITHOMAN, LONDON

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. U.S.A.
ESLEECK MFG. COMPANY

What do you look for---

When you buy thin paper for printed manifold forms, or for copies of Letters, Reports, Lists and other business papers?

Quality, Economy or Service?

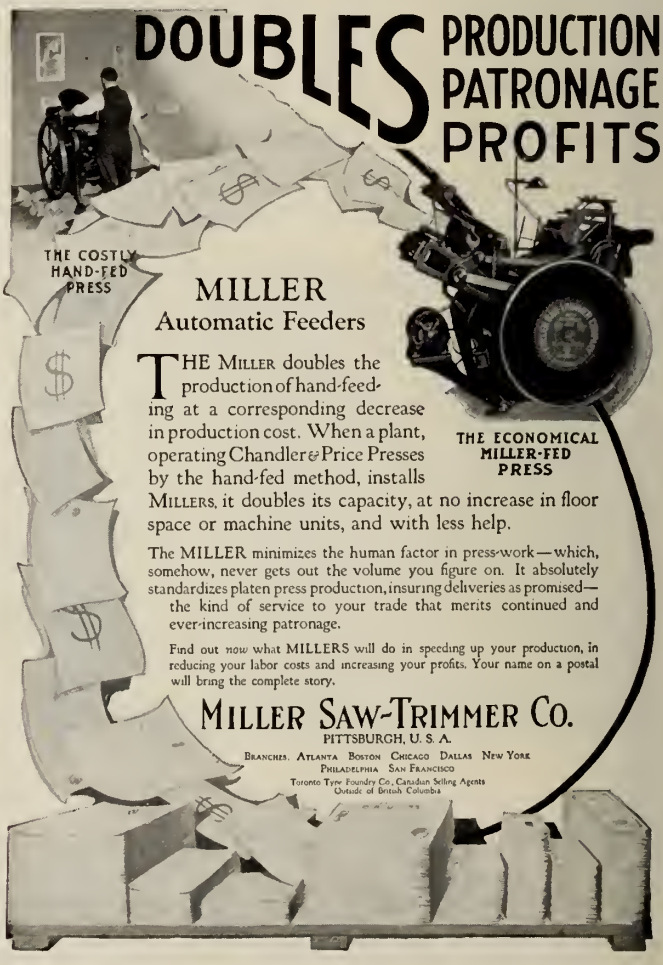
You will find them all---High Quality, True Economy, Good Service---in

Esleeck's Thin Papers

They are sold by leading paper merchants.

Ask Dept. H. for new sample book

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.



MILLER
Automatic Feeders

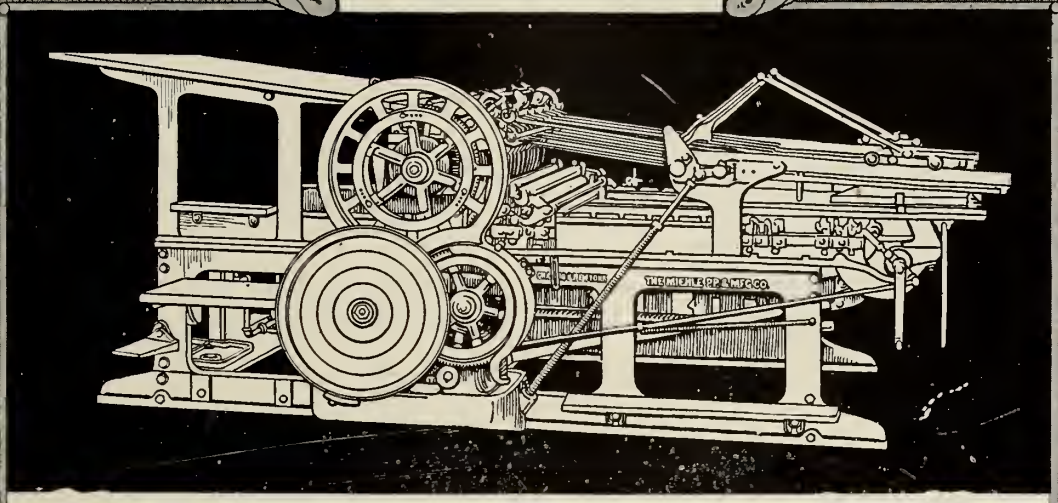
THE MILLER doubles the production of hand-feeding at a corresponding decrease in production cost. When a plant, operating Chandler & Price Presses by the hand-fed method, installs MILLERS, it doubles its capacity, at no increase in floor space or machine units, and with less help.

The MILLER minimizes the human factor in press-work—which, somehow, never gets out the volume you figure on. It absolutely standardizes platen press production, insuring deliveries as promised—the kind of service to your trade that merits continued and ever-increasing patronage.

Find out *now* what MILLERS will do in speeding up your production, in reducing your labor costs and increasing your profits. Your name on a postal will bring the complete story.

MILLER SAW-TRIMMER CO.
PITTSBURGH, U. S. A.
BRANCHES: ATLANTA BOSTON CHICAGO DALLAS NEW YORK PHILADELPHIA SAN FRANCISCO
Toronto Tyre Foundry Co., Canadian Selling Agents Outside of British Columbia

The Miehle



REPAIRS

THE cost of repairs is not to be completely figured in the actual expenditure for materials and labor.

That is only part of it, the obvious part, because it represents a definite outlay in cash. But the greater part of the immediate cost of repairs lies in the interruption of the operation of the press.

A consideration of this important factor helps to make clear one of the many reasons which account for the universal popularity of the Miehle.

The Miehle Company extends greetings to the members of the International Association of Printing House Craftsmen, with best wishes for the complete success of their Annual Convention to be held in Chicago, July 23rd to 30th, 1921.

MIEHLE PRINTING PRESS & MFG. CO.

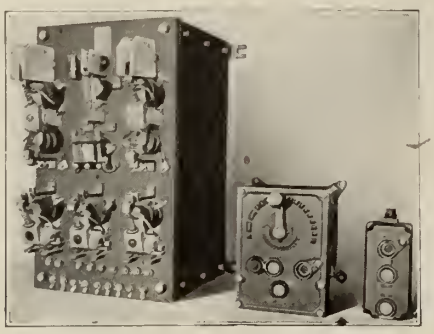
Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2840 Woolworth Bldg.
ATLANTA, GA., Dodson Printers Supply Co.
PHILADELPHIA, PA., Stephen Girard Bldg.
DALLAS, TEX., 611 Deere Bldg.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.
BOSTON, MASS., 176 Federal St.
SAN FRANCISCO, CAL., 693 Mission St.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Used by the Best Known Printers



D.C. Universal Controller Equipment

CLINE-WESTINGHOUSE MOTORS CONTROLLERS

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

NAME SERVICE QUALITY FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

MOTORS and AUTOMATIC CONTROLLERS *for* Printing Presses

Electrical Repairs of All Kinds

THE Toronto Telegram, the Toronto Globe and other large Ontario newspapers, as well as job printing offices, retain the Leslie Electric Co. to install their electrical equipment for their presses. They have learned that it pays to have their work done by experienced hands, — men who have made a specialty of installing motors and automatic controllers for printing presses. No time is wasted with the Leslie staff on the job. The work is completed rapidly; it is done right, and our prices are no higher per hour than the other man's.

This is Our Specialty

We Save You Time and Expense

Motors and Controllers Furnished Complete.

The LESLIE ELECTRIC CO.

7 McCaul Street, TORONTO, ONT.

Phone Adelaide 1194

Bantam Onion Skin and Manifold

AS distributors of fine papers, we try to offer papers which best serve particular purposes. In the case of Bantam Onion Skin and Manifold we are offering the trade a paper for manifolding which is a definite, genuine quality.

Bantam is the name given this paper by its makers. This means that one of the best known and most skilful mills has brought their manifold paper up to a high standard and called that standard Bantam. The mill adheres to the Bantam standard and holds itself responsible for that same standard.

STOCKED in siz sizes and six colors, unglazed and glazed—

Colors:

Canary,	Goldenrod,	Green
Cherry,	Blue,	White.

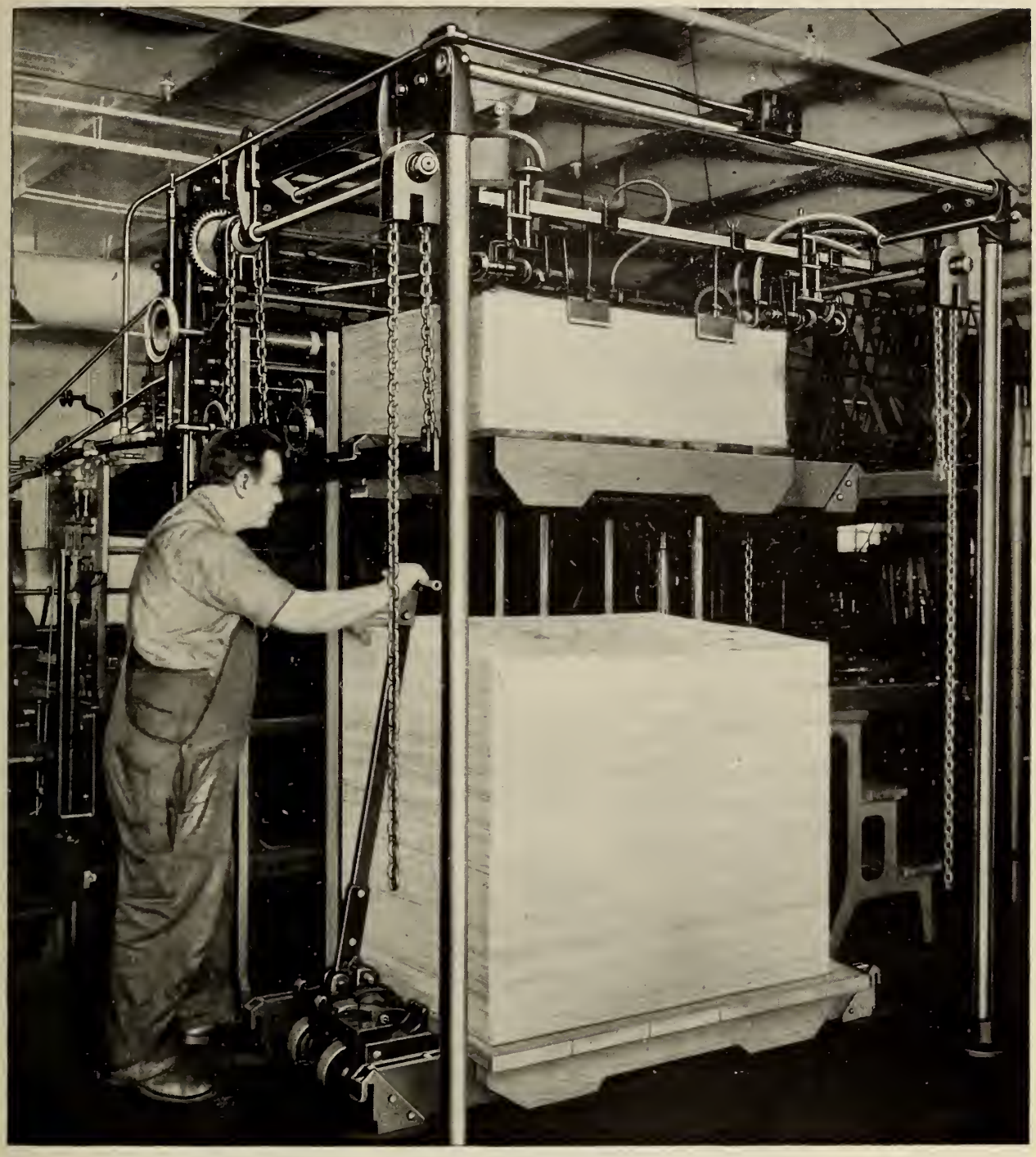
Sizes:

17″ x 22″,	17″ x 28″,	19″ x 24″,
22″ x 34″,	28″ x 34″,	24″ x 38″.

Send for the Bantam Onion Skin and Manifold sample book.

Whyte Paper Co., Ltd.

55 BAY ST., TORONTO



Pile Type, Truck Loading, Suction Feed

The time and labor saving features of the pile type, plus the additional labor saving advantages of truck loading are combined in this new Dexter suction pile feeder.

The suction feeding mechanism requires no margins and eliminates all friction on the printed part of the sheet when separating and advancing the top sheet. This is a distinct advantage when backing up or on all work printed in two or more colors.

The suction features used in this machine are amply vouched for by President Brashear of the Ft. Orange Paper Company in the following quotation:

"We have been waiting for years for the perfection of the automatic feeder to the point where it would handle paper board of varying grades and weights, and the Dexter Folder Company have finally surmounted the difficulties and produced the desired machine."

(Signed) P. C. BRASHEAR, President, Ft. Orange Paper Company.

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

SELL STOCK BINDERS

You can often change the size of your customer's special form slightly to conform to a standard stock size of Sectional or Solid Post Binder.

It will save him money and enable you to give better delivery.

Turn to our Price List "C", pages 7 to 9, and pick a stock size from the large assortment presented.

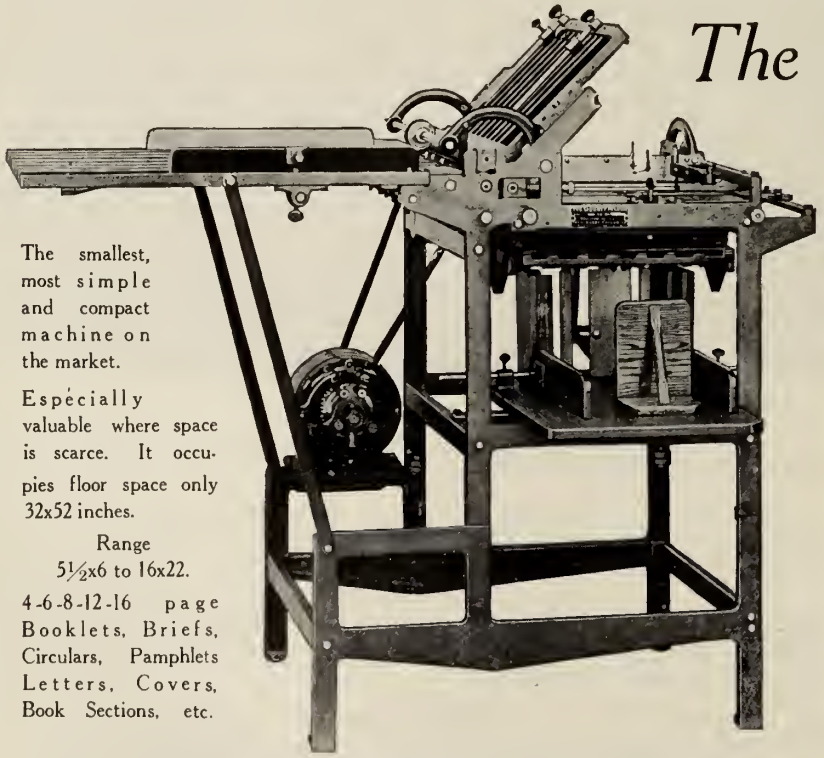
Your customer will appreciate the interest you show in saving him money and you will have a stronger hold on his Loose Leaf business.

MADE IN CANADA LUCKETT'S STERLING LINE SOLD THROUGH THE TRADE

LUCKETT LOOSE LEAF, LIMITED

Office and Factory
545-549 King St. West
TORONTO

Sales Office
207 St. James St.
MONTREAL



The smallest, most simple and compact machine on the market.

Especially valuable where space is scarce. It occupies floor space only 32x52 inches.

Range
5½x6 to 16x22.

4-6-8-12-16 page Booklets, Briefs, Circulars, Pamphlets Letters, Covers, Book Sections, etc.

The LIBERTY JUNIOR

Model 90

Speed 3600 per hour. Three folds.

Why waste money employing an expert Operator or bothering your Pressman to set your Folder, when any one of your girls can set and operate a Liberty?

Runs as low as 200, can be run at 100 per cent profit over hand folding. Liberty service starts in assisting you to select the Model best adapted to your work. Circular and sample of folds mailed upon request.

THE LIBERTY FOLDER CO., SIDNEY, OHIO, U.S.A.

Originators of Simple Folders

Agencies in all the Principal Canadian Cities

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 75 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Federal Paper Co., Montreal, Que.

MANUFACTURED EXCLUSIVELY BY

The Cromwell Paper Co.

Mill and Main Office
Jasper Place Department P.P. Chicago, U.S.A.

The Brown Folder

A Machine that will Never Fail You

A mechanically-perfect folder that is preferred by Canadian buyers to any other machine of its kind; simple, sturdy, reliable, and operates with the least trouble day in and day out. *There's a design to meet your requirements.*

FOR SALE BY

H. J. LOGAN

Bookbinders' and Printers' Machinery

114 Adelaide St. West, Toronto

Sole Agent
BROWN FOLDING MACHINE CO., ERIE, PA.

Sole Agent
LATHAM MACHINERY CO., CHICAGO

Rosback Wire Stitchers

2 Sheets to 2 inches—all sizes

Perforators—Hyphen & Round Hole

Power and Foot and Hand—all sizes

Tab Cutters & Punching Machines

Golding Products

Art Jobbers—Hot Embossers

Pearl Presses, Card Cutters, Lead & Rule Cutters, and Padding Presses

Special Man from the Rosback factory for stitcher work

U. P. M. Bronzing Machines

Dexter Folders & Feeders

For Books, Job & Catalog Work

Machine Builders,

LIMITED

Printers' Machinery

Printers' Machinists

738 St. Paul Street W. - MONTREAL, Que.

PROMPT SERVICE

Prices Reasonable

Challenge Machinery Co. Products

Stonemetz Presses Two-Revolution, Lee Two-Revolution Presses, Proof Presses, Chases, Galleys, Furniture, Quoins, Paper Cutters, Knives, and Stitchers.

National Power Paper Cutters

Automatic, Foot and Hand-Clamp

32 to 62 inches

PLATEN PRESSES

Equipped with Humana feeder and with Motor Equipment Complete

Hickok Ruling & Book Binding Machinery

All types and sizes with feeder Equipment.

Complete Plants Installed

By Time Served, and tested mechanics Backed by modern Plant and Machinery Exclusively for Printers.

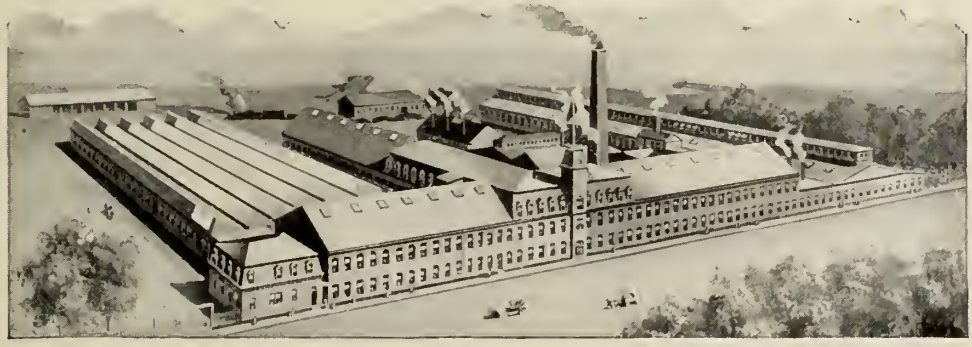
Complete Plants Bought and Sold

GENUINE OPERATING ECONOMY

If all of the most capable Printing Plant Executives in America were united as a

League for the Promotion of Maximum Quality Production

This already large plant would need to be many times its present size to supply the demand for Universal Equipment Babcock Presses :: :: ::



1 Our policy of building a better press, rather than a cheaper one, has added more than 30 per cent. of operating economy to the pressroom.

2 AS A FURTHER STEP toward reducing the cost of printing, we have, since the first of January, made price reductions averaging about 20 per cent., which means a saving of from $710.00 to $1590.00 per press, on our various styles and sizes.

3 Owing to the wide variation in freight rates, we are now quoting our prices F. O. B. Factory at New London, Conn. Purchasers will, therefore, have the advantage of the most economical freight routes and of any reduction which may be made in railroad rates.

"Our best advertisements are not printed—they print"

Send for catalogues and prices

The Babcock Printing Press Manufacturing Co.

Main Office and Factory—New London, Connecticut
New York Office—38 Park Row

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
Miller & Richard, General Agents for Canada, Toronto (Ontario) and Winnipeg (Manitoba).
John Haddon & Company, Agents, London, Eng.
Gordon & Gotch, General Agents for Australia.
National Paper & Type Company, General Agents for Mexico, Central America and South America.
Lettergieterij "Amsterdam," General Agents for Holland, Belgium and the Dutch Possessions.
Hansen & Skotvedt, General Agents for Norway.
Karl M. Gronberg, Agent for Sweden.
F. L. Bie, Agent for Denmark.
The American Trading Co., Agents for China, 25 Broad St., N. Y.
Hamilton Fish & Company, Agents for Spain, Barquillo, 26, Madrid, Spain, and 120 Broadway, New York.

BUTLER & JONES

LIMITED

Paper Importers and Dealers

16 PEARL STREET, TORONTO, CANADA

Canadian Agents for

SAMUEL JONES & CO., LTD., LONDON, ENG.

Jones Non-Curling Gummed Paper

Specify - - JONES - - One Hundred Years of Quality

Other Reliable Lines

Cloth Lined Papers	Flint Glazed Paper	Fancy Paper
Gummed Kraft	Marble Papers	Label Cloth

SEALING MACHINES--Print advertisements as well as moisten the tape

LOOSE LEAF METALS

SECTIONAL POST METALS WITH OR WITHOUT METAL HINGES, LEDGER METALS, TOPLOCK METALS, AUTO SLOT METALS, INDEX TABS, GUMMED SHIELDS, GOTHIC TABS, CHICAGO SCREWS, MILLBOARD, Etc.

Binders Made For The Trade

W. V. Dawson, Limited

MONTREAL

TORONTO OTTAWA QUEBEC

The Rags having been boiled are ready for the Washers. No. 4 of a Series.

"From Rags to Writing Paper"

THE "BOILERS"---All dust and dirt having been removed, the rags are then boiled for about 12 hours in an alkaline solution under steam pressure to remove inherent fatty matter—thence to the "Washers"—huge tubs having a constant flow of pure water. The rags are thoroughly washed, shredded and bleached.

Write for Brochure of manufacturing illustrations, "From Rags to Writing Paper," sent on request.

The Rolland Paper Company Limited

MONTREAL

Makers since 1882 of Superfine Linen Record and other High Grade Papers

Mills at St. Jerome, P. Q. and Mont Rolland P. Q.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutters and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron, the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

GRAPHIC ARTS EXPOSITION

Will you be there? We're expecting you!

To secure reduced railroad fares you must get a "Certificate" from the ticket agent.

The CHICAGO CLUB *of* PRINTING HOUSE CRAFTSMEN

In Connection with the

SECOND ANNUAL CONVENTION

of the International Association *of* Printing House Craftsmen

ADDRESS INQUIRIES TO 660 TRANSPORTATION BUILDING, CHICAGO

THE NEWEST

EXHIBITOR
Graphic Arts Exposition
-CHICAGO— JULY 23 TO 30-

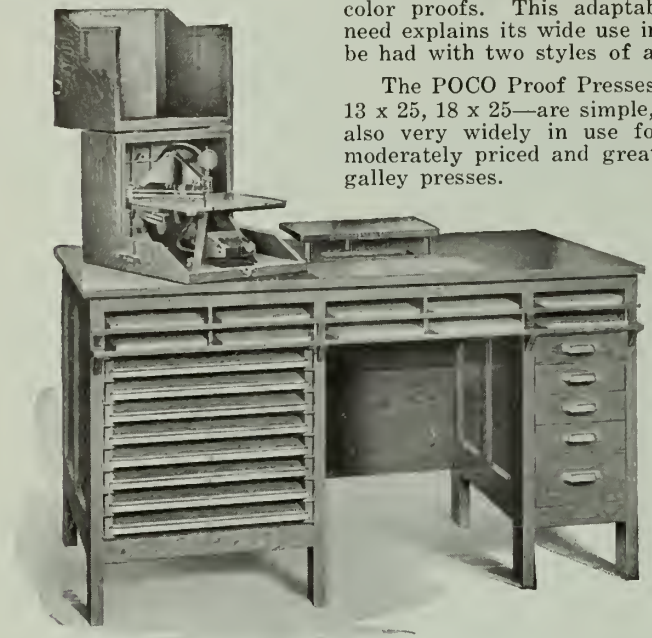
THE BEST

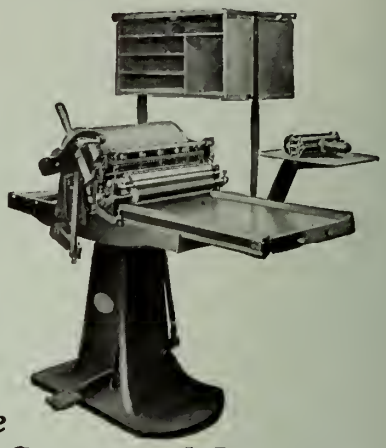
Be sure to see Potter Proof Presses, Poco Proof Presses, and the Hacker Plate Gauge and Rectifier at Chicago Exposition, booths 170, 189, 190 — especially the Plate Gauge, a wonderful new device to cut down make-ready.

The Potter Proof Press

The Potter Proof Press is the standard proofing equipment by reason of its record of efficiency in over 2,000 printing plants. It handles all kinds of proofing well, ordinary shop proofs, press proofs, color proofs. This adaptability to every proofing need explains its wide use in composing rooms. Can be had with two styles of automatic inking devices.

The POCO Proof Presses in three sizes—12 x 18, 13 x 25, 18 x 25—are simple, one-color proof presses, also very widely in use for plain proofing, being moderately priced and greatly superior to old style galley presses.





The Hacker Plate Gauge and Rectifier

The Hacker Plate Gauge and Rectifier is a new invention to reduce make-ready by leveling all plates before putting them to press. All plates and blocks are underlaid, preferably before going into forms, without taking a proof, and done so accurately they never have to be lifted on the press and there is less overlay.

Why spend hours on the press when most of the work can be done ahead of time at greatly less cost? Over 200 American printers use the Hacker Plate Gauge and Rectifier and have saved thousands of hours make-ready.

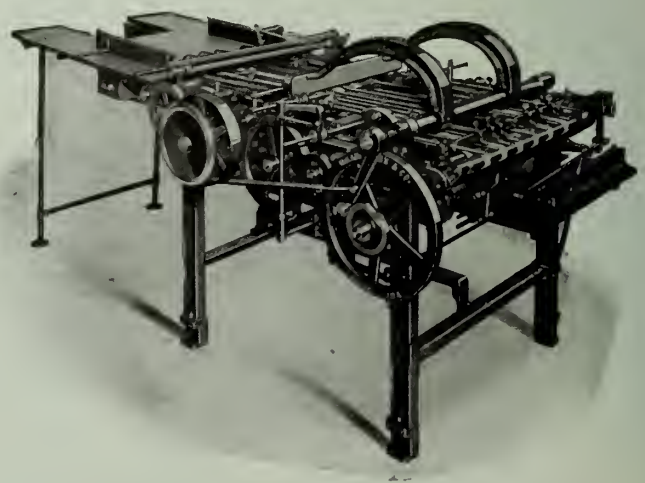
HACKER MANUFACTURING CO.
312 No. May Street - - CHICAGO
Sole Canadian Agent :
TORONTO TYPE FOUNDRY COMPANY, LIMITED.

You are invited to inspect the

ANDERSON
High Speed Job Folder

which will be displayed at the Graphic Arts Exposition, Coliseum, Chicago, July 23 to 30. The **Anderson** Folder represents a distinct advancement in Folder design and all printers and publishers who keep abreast of the times should see this exhibit.
If you are unable to attend, write us for interesting facts and figures.

The Anderson Folder will produce accurate folding at the rate of 4,000 to 5,000 sheets per hour. Several improved features insure constant speed and accuracy. Sheet sizes from 8½ x 11 up to 25 x 38 inches.



Made by

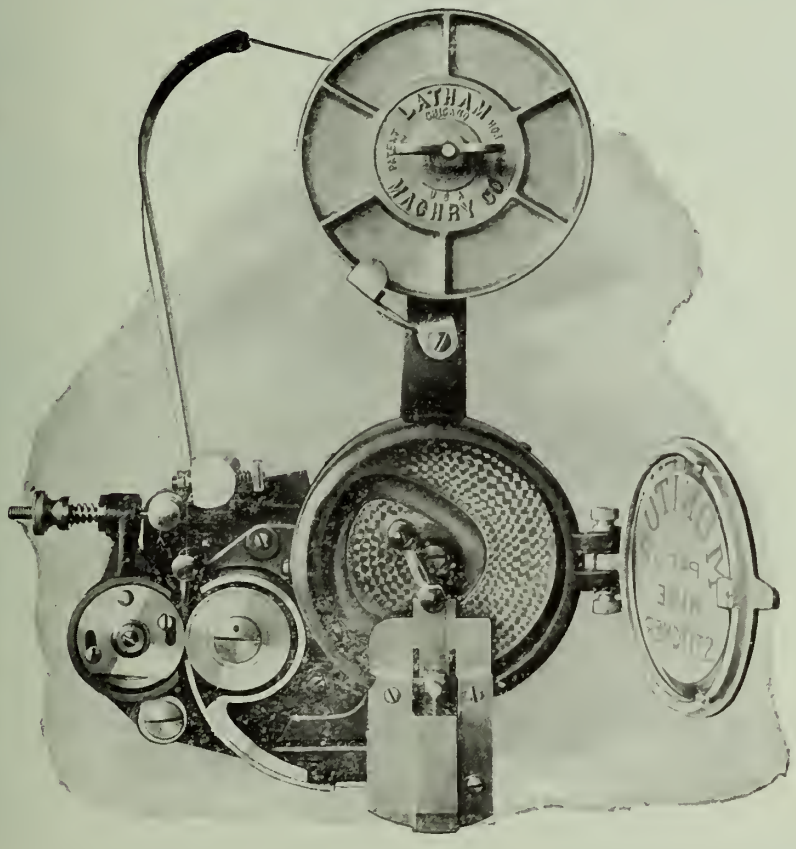
C. F. ANDERSON & CO.
3225-3231 Calumet Avenue
CHICAGO

Canadian Representative
George M. Stewart, Montreal

THE NEWEST EXHIBITOR Graphic Arts Exposition -CHICAGO— JULY 23 TO 30- THE BEST

MONITOR
Quality, Speed, Service

THE GREATEST WIRE STITCHER FOR LIGHT WORK EVER BUILT



In the No. 102 Pamphlet Stitcher, we have successfully combined high speed, simplicity and durability for the light, fast wire stitching work of a bindery. If you have any quantity of this sort of work, it will pay you to investigate this machine.

MONITOR STITCHER No. 102

the head of which is illustrated at the left, can be depended upon to do anything a stitcher of like capacity will do; do it better than any other stitcher regardless of price and continue to do it for a longer period, without adjustments or repairs.

WRITE FOR BOOKLET No. 31.

LATHAM MACHINERY COMPANY

Builders of Monitor Wire Stitchers for Thirty Years

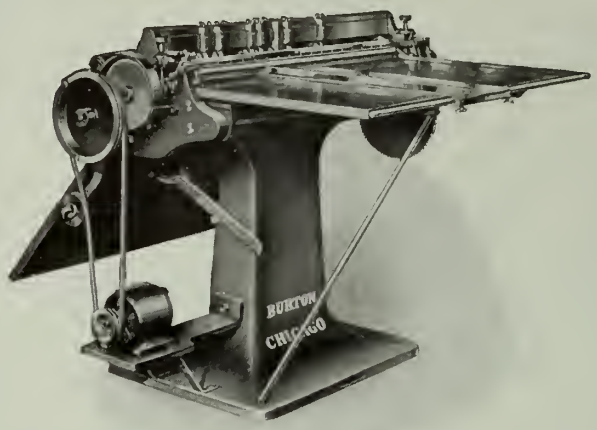
NEW YORK
45 Lafayette Street

1153 FULTON STREET, CHICAGO, ILL.

BOSTON
531 Atlantic Avenue

THE NEWEST — EXHIBITOR Graphic Arts Exposition -CHICAGO— JULY 23 TO 30- — THE BEST

Universal-Peerless



ROTARY PERFORATOR

The recommendations of satisfied users have placed more than a thousand of these Perforating Machines in representative printing plants throughout the United States and Canada.

Without advertising and without the use of salesmen, it has by its own performances achieved the leadership among perforating machines for speed, quality of work produced and reliability of performance.

Four Machines in One

This machine will perforate any number of parallel lines at one operation, will slit the sheet in any place required, will crimp loose-leaf sheets and will score cards or book covers.

We Also Manufacture

Punching Machines

Paging Machines

A. G. Burton's Son, Inc.

218-230 No. Jefferson St.
CHICAGO, ILL.

Round Hole Perforating Machines

Embossing Machines

The Strongest Iron Furniture Made

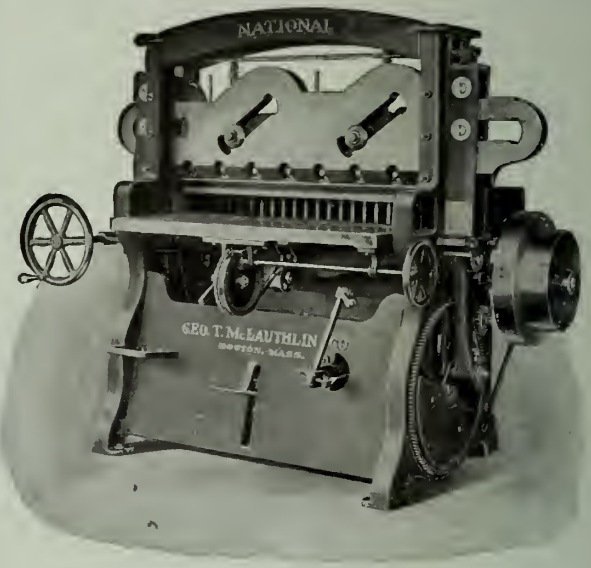
Send for List of Sizes and Prices

Challenge LABOR-SAVING Printers' Iron Furniture

Made from highest grade fine-grained castings, micro-ground to point system accuracy. It is light, rigid and positively accurate. The size in picas (12-points) is in raised figures on both sides. Holes in each piece allow for drainage. Note particularly the cross-braces which give extra strength and finger-hold when in form.

The Challenge Machinery Co.
Grand Haven, Mich.
CHICAGO, 124 South Wells Street NEW YORK, Printing Crafts Bldg.

Manufacturers of **the Lee Two-Revolution Press, Stonemetz Two-Revolution Presses, Diamond Power Paper Cutters, Advance Lever Paper Cutters and many other tools and requirements for printers. Send for VEST POCKET CATALOG showing full line of "Challenge Creations" for printers. All Supply Dealers sell "Challenge Creations."**



NATIONAL Automatic Clamp Ream Cutter with or without Hand or Foot Clamp.

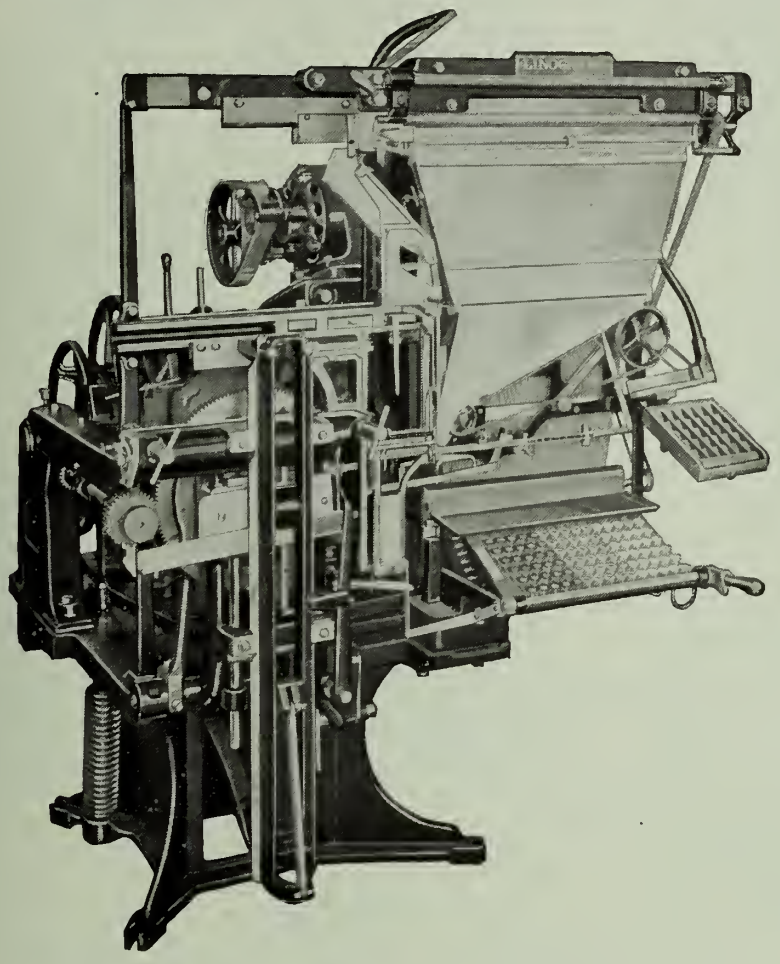
Powerful, Rapid, Accurate, Safe Lever Cutters. Knives and Cutting Sticks.

GEO. T. McLAUTHLIN CO.

120 Fulton St. **Boston, Mass. U. S. A.**

THE NEWEST — EXHIBITOR Graphic Arts Exposition -CHICAGO —— JULY 23 TO 30- — THE BEST

Advantages of the Linograph



Over 1,000 Less Parts

"The *Linograph* way is the easiest way" because there are over 1,000 less parts to master—1,000 less parts to clean—1,000 less parts to look after and 1,000 less parts to wear out. Anyone can quickly learn its simple efficient mechanism. This simplicity insures the utmost freedom from repair, and steady reliable service year in and year out.

Ask for Literature. Visit our Exhibit in booth 165-66, Graphic Arts Exposition, Coliseum, Chicago, Ill., July 23-30. Make yourself at home in our booth.

The Linograph Co.,
DAVENPORT, IOWA

ETABLISSEMENTS PIERRE VERBEKE
GENERAL EUROPEAN AGENT,
Rue des Boiteux 21,
BRUSSELS, BELGIUM.

PARSONS & WHITTEMORE, INC.,
AGENTS FOR AUSTRALIA,
30 Market Street
SYDNEY, AUSTRALIA, N.S.W.

THE NEWEST — EXHIBITOR Graphic Arts Exposition -CHICAGO— JULY 23 TO 30- — THE BEST

HERE IS AN INVITATION

To Visit SPACE 122 at the Graphic Arts Exposition
and see the

NELSON HEAVY DUTY MACHINE FOR PUNCHING DIE CUTTING AND TAB CUTTING *IN ACTIVE OPERATION*

This equipment does more than merely serve as a Punching Machine, for it is unlike most any other type, due to its flexibility and adaptability to many varied uses.

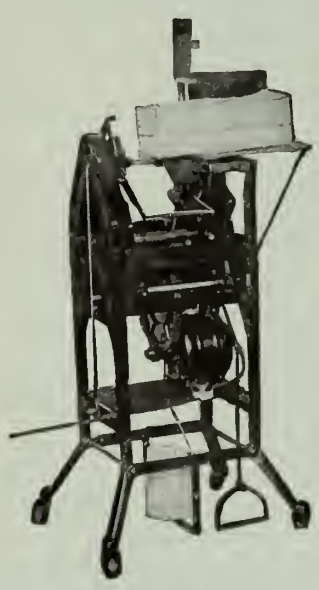
In label work it not only does its work cleaner and faster but far easier than one would expect. Most of the manufacturers of Card Index Equipment are using this type of press and we look for an increased interest on this device at our showing.

Chicago will be a good place to spend your vacation and where you can remain after the show and attend the Pageant of Progress. This celebration takes place July 30 to August 14, and from the plans now under way should attract the interest of all. Come prepared to place your order for fall delivery and we will be prepared to show what a money maker the Nelson Machine is for you.

Booklet on Request.

C. R. & W. A. NELSON, Inc.
225 No. Michigan Blvd., CHICAGO

It Costs Money to Tie Printed Matter by Hand



The money spent tying great stacks of labels, cartons, etc., by hand is a useless waste.

There is a better way.

THE BUNN
Package - Tying Machine

Will do the work of four to five girls, will speed up printing, glueing and other operations. The Bunn Machine ties a non-slip knot that never comes untied. It uses just enough string — no waste.

The Bunn Package-Tying Machine will be shown in operation at the Graphic Arts Exposition. If unable to attend write at once for literature.

B. H. Bunn & Company
7329 Vincennes Ave., Chicago, Ill.

"THE Canadian Printer & Publisher," Canada's National Printing Trade Journal, has been one of the dominating influences of the trade for the past thirty years.

To those who wish to keep in close touch with any phase of the printing and publishing trade "The Canadian Printer & Publisher" gives information that is invaluable; information that is compiled by a staff that keeps in close touch with the allied trades.

In the past, printers and publishers bought their equipment from the nearest manufacturer, not considering the price and quality to a very great extent. Now that we have entered a new era in which publishers are buying the best at the lowest possible price, a guide to buying economically and sanely is absolutely necessary. A good guide is the advertisement section of this magazine.

Employees will find "The Canadian Printer & Publisher" a means for improving their efficiency. Splendid technical articles appear frequently, from the pen of leading artists and writers.

The subscription price is $3.00 ($3.50 in U.S.A.) per year, which is in reality a small investment, for in time the information derived from this journal will help to make a success of your business and every-day work.

THE CANADIAN PRINTER & PUBLISHER
143 University Ave. TORONTO, ONT.

When a Wise Shipper Charters a Ship, He Looks Up Lloyd's Register

He wants to know more than actual tonnage. The condition of the ship, her record, the reputation of her owner and skipper are all factors in his choice of a carrier.

His mental attitude is the same as that of the Scientific Space Selector who wants to know more about publications than a mere statement of "Net Paid Circulation."

The wise Space-Buyer keeps his copy of "Scientific Space Selection" handy and digs deep into the facts set forth in A. B. C. reports so that he can obtain authentic data on where the publication goes, and to whom it goes.

He also wants to know about the influence, stability and character of the publication in which he is going to buy white space.

All these facts can be obtained from A. B. C. reports. You'll find a carefully audited statement about circulation on the first page and, if you read pages two, three and four, you'll be able to visualize the character of the publication and to answer the question, "Will this medium help to sell my goods?"

The capacity for taking infinite pains becomes, every year, more applicable to Space Buying. Exaggerated claims, misleading figures, general statements are looked upon with critical eyes. Deductive reasoning dominates space selection, as it does every other business proposition.

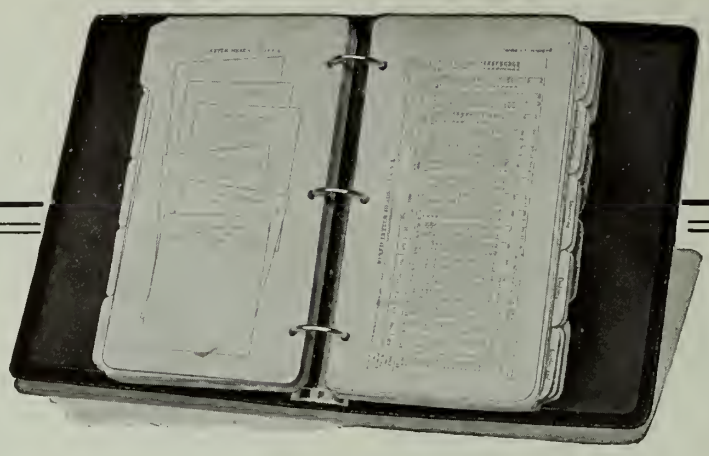
That is why A. B. C. reports represent the back bone of space buying. They are correct, informative, and clearly set forth

— but to reap the full benefit of A. B. C. reports they must be studied for more than the mere statement of "Net Paid Circulation."

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half.*

Audit Bureau of Circulations

202 South State Street Chicago · 347 Fifth Avenue New York



What Every Printer Needs

Accurate estimating and pricing of the printed product is more than ever essential in these days of keen competition. Your price *must* be correct — neither too high nor too low.

That is why every printer needs the Typothetae Standard Guide — the one *authoritative* guide to the estimating and pricing of printing. Compiled and kept up to date by the U. T. A. — the one organization which has continuous access to the production records of thousands of plants.

The Standard Guide is a book of facts, not of opinions or arbitrary conclusions.

Two Guides in One

Any printer correctly using the *estimating data* in the Standard Guide can arrive within 2 percent of the actual figures for the job. Equally accurate are the *average selling prices* listed in the Commercial Printing Section.

Semi-monthly Revision Service, based on data secured from the same widespread sources by the U. T. A., keeps the Standard Guide *always* up to date. For your own good, and the good of the printing industry, *use this book* — as thousands of your fellow craftsmen are doing!

The Standard Guide will be furnished to any printer at the nominal cost of **$20**

Semi-monthly Revision Service is furnished at $10 a year—$30 in all for the first year and each year thereafter, only **$10**

Guide and Revisions become your *permanent* property.

In ordering, or for further information, address

United Typothetae of America

608 S. Dearborn St. **Chicago, Illinois**

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, JULY, 1921 Number 7

Type Designs: Old and New

By F. W. GOUDY

FOR OVER four centuries type founders have tried to improve the forms of the Roman alphabet in the search for legibility; not by creating new expressions, but by imitations of accepted models. In the old days, types were not constructed scientifically because the founders had few tools of precision and no system for the graduation of sizes, but they did prefer sturdy boldness and their types possessed quaint and pleasing characteristics that made for legibility.

De Vinne says of the types of Sweinheim and Pannartz that "Their characters were not drawn in true proportions," but who has set down what those "true proportions," are? Modern readers are not as yet agreed upon a faultless standard for the forms of our types, nor do I believe it is possible to have all types conform to an inflexible standard.

Letters inferior in gracefulness may yet be so harmonious with each other and indicate also such a sense of carefully adjusted proportion, that they will prove acceptable to the reader because of their power of combining into words. Words are indeed the sole elements of which the reader is conscious, and if the type forms are so shaped that they will combine insensibly, that type is illegible. The old types were often needlessly bold and rugged, but nearly always round, clear, simple and of easy readability.

There is a lot of sheer nonsense in many of the claims regarding legibility of types. Inability to reconcile widely separated ideas as to what constitutes legibility is too often the sole basis for criticism.

Interest in the subject matter is an element seldom taken into account, and plays an important part in determining readability. Wearisome inanity in types will defeat any attempt at legibility, and can only be overcome by proper contrast—meaning not only contrast in the types themselves but in the arrangement of the types upon the page.

In the attempt to meet utilitarian requirements potential beauty is sacrificed, mainly through sheer ignorance or lack of knowledge, for true utility is easily obtained by applying the fundamentals of contrast, proportion and harmony which are inseparable from beauty. Simplicity need not mean crudity; and while some of the early printers may have gone too far toward sturdy simplicity, their types were undeniably legible even when lacking in neatness and needlessly bold and rough. They studiously avoided hair lines or other features of indistinctness, but they did produce letters easily discerned.

It is said that the success of the italic face, with its relative lightness and openness probably suggested repeating these qualities in the upright Roman form. Some readers asked why types need be so offensively sturdy, curves be so stiff, and lines so uneven in thickness? Whether some graceful touches might not be added to the rough types, and a more cunning union of the thick stem and hair line be helpful? It was in Paris, however, and not in Italy, that more graceful types of the character asked for by the critical reader first appeared. Garamond, known in France as the "father of type founders," was the first to make type-founding a separate branch of typography, and his types present an effect of lightness and clearness with a symmetry not previously attained.

Types of today as produced by the founders are not based on a study of classic models of the times before printing, nor is there any serious attempt to revise letter forms with any regard for beauty and proportion or thought for the alphabet itself. In the absence of type founders the first printers combined letter design and

type casting, and produced types of marked personality. Wearisome commonplace regularities, the product of artisans instead of artists, is the story of today; most types entirely lack those natural deficiencies and irregularities that are the evidences of a mind intent on design and not on mechanical details of execution, and few bear any evidences of spontaneity.

Type is made for use and must be spontaneous in design or it will lack the necessary element of rhythm obtained only by feeling, and not by mechanical means. Early printers were generous, and cut their letters with an eye single to artistic beauty.

Today, perfect finish, exact lining, perfection of curve, precise angles, straightness of stem or sharpness of serif and hair line are given greater attention than design. No one of all these points give beauty or legibility, although they may be present in a type both beautiful and legible. Every bit of finish and refinement not necessary to the expression of the design is useless and is wasted effort. Finish is a merit when it improves, but if made at the expense of design it constitutes a defect. The demand for perfection is an evidence of a misunderstanding of the true ends of art.

British Columbia and Yukon Association Meets

The fourth annual meeting of the British Columbia and Yukon Division of the Canadian Press Association was held at the Hotel Vancouver, Vancouver, B. C., on June 7, with the president, F. H. Burd, presiding. Those in attendance were: President, F. J. Burd, Province, Vancouver; H. Savage, secretary-treasurer, Cowichan Leader, Duncan, B. C.; L. J. Ball, News, Vernon; Walter Jordan, Review, Revelstoke; J. A. Bates, Fraser Valley Record, Mission City; Ben. Hughes, Comox Argus, Courtney, R. D. Cumming, Journal, Ashcroft; R. R. Hindmarch, Herald, Nanaimo; M. D. Billings, Standard-Sentinel, Kamloops; C. H. Sawle, Omineca Herald, New Hazelton; H. E. Moore, Observer, Salmon Arm; H. M. Walker, Commoner, Enderby; J. A. Paton, Weekly Gazette, Marpole; C. A. Abraham. World, Vancouver; W. A. Elletson, Miner, Rossland; G. H. Morden, North Shore Press, North Vancouver.

Visitors—S. J. Doran, the Dispatch, Alameda, Sask.; E. J. Conrad, United Typothetae of America, Chicago; Mr. Trautman, C. P. R. press representative, Winnipeg.

The president, in his report, drew attention to the fact of the changes having taken place in the formation of the old press association, pointing out that there were now in all three separate and distinct organizations, and several of those in the gathering over which he presided were members of the different new bodies. This would necessitate some modification in their Yukon and B. C. organization. Before leaving the matter with the meeting to deal with Mr. Burd stated his belief that there was a community of interest among the publishers in the west that should not be ignored because the new organizations had been formed.

"Since our last meeting," he continued, "the newspaper profession of B. C. has suffered a loss by the death of your late president, F. E. (Dad) Simpson, one who had endeared himself to you all; by the death of the late Francis Carter-Cotton of News-Advertiser fame, and just recently of Lowery of the Kootenay district. I wish also to record our sense of loss in the death of George Norris of the Nanaimo Free Press.

"Recently John Nelson has severed a long and honorable connection with the newspaper business. I regret that so faithful a friend and energetic a worker should be lost to the Association."

The Status of the Association

Discussion then took place on the status of the Association. Mr. Ball said that while dailies and weeklies each had their own organizations for dealing with national and general matters, both classes needed one common association to deal with provincial matters. Messrs. Jordan, Billings, Savage, Hughes, Bates, Sawle, Cummings, Moore, Walker and Hindmarch expressed themselves as in favor of continuing a provincial organization comprising both dailies and weeklies.

Discussions of a formal and general character took place. Mr. Hindmarch spoke on wages, while Mr. Billings compared the old-time craftsman with the present-day printer, emphasizing the loyalty to employers which had distinguished printers formerly.

The Committee on Constitution brought in a report recommending as follows:

Name: That the name be changed to the British Columbia and Yukon Press Association.

Membership: Eliminate the obligation of being a member of the Canadian Press Association.

Fees: That the annual fee of $5 shall be due and payable on the first day of January of each year, or on admission to membership, to provide funds for the carrying on of the affairs of the Association. All fees are for the calendar year.

Mr. Conrad outlined the work of the U. T. A., and suggested a method of utilizing its services in conjunction with the Association. The motion changing the yearly membership from $5, as recommended by the committee, to $10, was sponsored by Billings and Jordan, and duly passed.

Against Shorter Hours

The following report of the Labor Committee was adopted:—Whereas, the cost of living, not only in Canada, but throughout the American continent, is on the downward trend, we recommend to the Canadian Weekly Newspaper Association the following resolution: Resolved that we are opposed to any reduction in working hours below the 48-hour week.

Votes of thanks were tendered to the various officers of the Association and after that the election of officers was proceeded with as follows:

Past president: Frank J. Burd, Vancouver Province.

President: L. J. Ball, Vernon News.

First vice-president, Hugh Savage, Cowichan Leader, Duncan.

Second vice-president: J. A. Bates, Record, Mission City.

Secretary-treasurer: H. M. Walker, Commoner, Enderby.

Executive: M. D. Billings, Sentinel, Kamloops; R. R. Hindmarch, Herald, Nanaimo; Walter Jordan, Review, Revelstoke.

Mr. Ball, on behalf of Vernon, extended a welcome to hold the next session in that place—the council and other organizations joined in the invitation. Mr. Ball said he hoped it might be possible for the Alberta Association to hold their meeting there at the same time.

"Open Shop" in Large Canadian Centres

Result of Strike of Union Printers

THE employing printers of Toronto are firm in declaring that they have turned to the open shop idea of operating their shops, and intend to remain on that basis. As a matter of fact it is hard to see how they can turn in any other direction now after the way in which they have committed themselves to the men they have taken on during the progress of the strike.

Here is the way the manager of one of the largest establishments sizes up the situation regarding the open shop: "During the early days of the strike we did not want to come out openly for the open shop. In fact we did not make this move until we had given our men every opportunity to come back. There is not a man who was in the place before the strike but had a chance to come back. When we found that it was useless to negotiate, we turned to the open shop, and we are going to stay there for two reasons: First, in order to protect the men we have taken on, and, secondly, because we believe it is going to be better for the men and better for the company in the long run. You can put that just as plain as you wish, for we do not want any misunderstanding. We are an open shop concern now and we are ging to stay an open shop."

How Toronto Firms Are Getting Along

Davis and Henderson:—Our bindery is running full capacity, and we can now, of course, get all the press help required. However, before the latter strike was called off, we were running fully 75 per cent capacity in our press room. The composing end of our business is very small, but we now have three men working in this department, and although not as efficient as we would like, they are turning out very good work. Our customers have been most considerate all through the crisis, but we are glad to state that we are now able to give pretty prompt delivery.

Croft & Wright:—Upon looking up our sales journal I find that during the month of June, working under strike conditions, we actually delivered $269 more than double the value of the product delivered in May.

The actual figures are: May, $2,365.15; June, $4,999.35. May was a very poor month, while June was a fair average, but by no means a record. In June we worked practically no overtime so that the result can be taken as proving that we were operating practically normal except that I had to do the work of three of the five men who went on strike from our plant. We have two of our men back, two have been replaced, and we have every hope of replacing the fifth (our foreman) before the month is out.

Armac Press: — Replying to your query regarding conditions in our plant, we have pleasure in stating that we have been able to keep running fairly steadily during the entire progress of the strike.

We have had three and four cylinder presses running continuously, and two linotypes, although in the case of the latter, the output is naturally less. Still we have been getting very good results.

The attitude of our customers has been very gratifying to us. From the first a number have stated their willingness to put up with inconvenience; some have definitely deferred work with the intention of placing it in our hands when we are in a better position to handle it later on.

Regarding the question of the open shop, we have always maintained the principle in our plant, although for some time we have had practically none but union men. During the past few years we have refused to dismiss non-union men, and have been threatened with trouble, which for various reasons failed to materialize. We believe that the open shop is the only logical position for the employer, and the only position that is fair to all parties. Under existing union rules the foreman is an official of the union rather than an employee of the firm where he serves.

MacLean Publishing Company:—When the strike was called at this office, 173 went out from all the mechanical departments. At the present time we have the following in the various departments:

Composing room	52
Press room	20
Bindery	17
Mailing room	6

That brings our number of employees at present up to 95, and judging from the amount of work that is being handled in the office now, our present staff is capable of turning out about 60 per cent of the work that was being done here when the strike was called. From time to time we are bringing back our papers that are being published at outside points, and in the course of a few months we expect to be publishing them all here again as usual. We have still openings for a few good men in the composing room, and are in touch with several.

When you consider that we started on the first of June from nothing at all, and when you look over the plant as it stands today, it must be admitted that we have made considerable progress.

We have had very good results in training men, especially on the linotype machines, as we took on men who had never seen a machine before, and who knew nothing whatever about copy or composition. We made it very plain right from the start that it was our intention to use all the material that was set up, and that there would be no such thing as throwing the type back into the pot for the first couple of weeks. The result was that there was a keen interest taken in the work right from the start. On some of the machines it was necessary to put on a new set of keyboard buttons so that the learners could be more certain of their work. Otherwise we had no trouble at all. We also have secured a number of keyboards for the machine and have others working on these, so that when we get ready to put them at work they will have a knowledge of the fingering. All through we have made it a point to urge the starters to go slow and be certain of every line—never urging them to speed up. The result is that we have seven machines in operation, some of them with learners all the time, and we have not yet had a single mishap or a tie-up.

Capable floor men are more difficult to secure, but we are meeting with success in training men for this sort of work. We have a number of men who have had previous experience in outside offices, but who are anxious to work on larger forms and bigger work. They are all coming along rapidly and are anxious to learn.

Our press room is using ten presses now, the bindery has been reorganized, although we have some of the best of our old hands, and the mailing room has been reorganized entirely.

Along with the other shops in the city, the MacLean Publishing Company has declared for the open shop, and there is not going to be any departure from that purpose. We have entered into agreements with nearly every new man, guaranteeing him a year's work, giving him a $1000 insurance policy, free nursing service, and we will try and make conditions the very best for good men who are not afraid to work.

Montreal Declares for Open Shop

A resolution, dated July 5, and signed by 51 employing printers of Montreal, declares the city on an open shop basis, following the failure of pressmen and assistants to report for work on the morning of July 4th, in support of their demand for a 44-hour week.

The Ottawa strike, according to reports from the employers there, is now ended. The intimation is conveyed in a statement issued by them in which it is stated that they have definitely discontinued all negotiations, with the different unions, and will henceforth conduct open shops. The document is signed by nineteen of the largest job printing offices in the city, who before the strike employed 386 hands, and now have 229, out of which 79 are former employees who are dissatisfied with the action of their unions.

The Situation in Hamilton

Several of the Toronto men have made visits to the shops in Hamilton. The trouble started in Hamilton one month in advance of Toronto, and so conditions there, in the natural course of events, should be more advanced than they are here. In the early days of the strike there were many strange reports in circulation showing the progress and failure of the strike. One report had it that the union printers were going to embark on a large print-shop of their own if the master printers did not come to time and sign agreements on the 44-hour week basis, and several of the daily papers gave publicity to this report. As far as this paper can learn no movement in this direction was ever seriously considered, or if it were, nothing was ever done looking to its completion.

One Toronto superintendent, on a return from a trip to Hamilton a few days ago, stated that the shops there which he had visited for the most part were operating pretty close to 100 per cent, and some of them were quite satisfied that their organization now was better than it had ever been.

What Master Printers Say

In response to a request from Printer and Publisher for a statement concerning the progress that had been made toward getting the plants under way during the strike period, the following reply was sent from the Master Printers of Hamilton:

The reply, according to the wording of the letter, is for the entire membership in Hamilton.

"Our union employees went on strike on May 2, following an announcement published in each shop the Saturday preceding that we would continue to work on the 48-hour basis, and not give in to their demand for 44-hour week. With a few exceptions they are still out, but there are indications that those who can will try to get jobs this week.

"There are 21 shops in Hamilton who have stuck together in the fight against the 44-hour week. After a week or so had elapsed and the men given a chance to return to work, all 21 shops adopted the open shop principle and have been so running ever since. Many of the plants are operating at 100 per cent normal production, others are getting out all the work they have to do, and no one is hard pushed. All customers have been lenient, and have expressed themselves as being heartily in sympathy with our stand. All of our new employees are guaranteed steady employment for one year, if they care to make a contract, and many are so doing.

"But one concern broke from the ranks of the employers here, and that one had made no effort to operate its plant during the strike. With this one exception, the two or three other 44-hour shops are one-man or two-man shops that amount to nothing."

The Strike of the Pressmen

The pressmen did not fare well with their strike in Toronto, because they had no money to back them up, and most of them were in no frame of mind to walk the streets for many weeks. A number of employing printers in Toronto have been pressmen themselves in years gone by, and they did not hesitate to go to work when the regular staff of the pressroom walked out. There was a good-deal of co-operative effort between various offices, and every effort was made to get as many presses going as possible. One of the employing printers told us that he had not done any make-ready in the last fourteen years, and he was willing to admit that it had seemed much simpler when he quit than when he started again this time under the pressure of necessity. In another office one of the officials of the company was quite certain that he could feed any press that ever found its way into a print shop. He was informed at the end of the first day that there was a man available who might be induced to come to work. Needless to say the man was induced.

As far as we have been able to learn offices were particularly fortunate in not having serious breakages due to inexperienced men working on presses, etc. In a few cases tapes broke and smashed up on the form, but these things are liable to happen in any office at any time. There are cases where green men went on a press as feeders, had the speed cut down at first, and went along with the work of feeding. These men are still in the press rooms, and are becoming better every day.

Various negotiations were carried on between the pressmen and the employers, and while this was being done the positions left vacant by the striking pressmen were being filled by men who had had previous experience, but for various reasons had not been working at the trade recently.

Pressmen Call Strike Off

On July 7, after being on strike over five weeks, the Pressmen's Union decided to call off their strike, and in accordance with this attitude, instructed their members to return to work on the terms offered by the employers, viz., $36 for a 48-hour week. On the following Saturday morning a number of the pressmen were around at their old places of employment looking for the old job back – only to find that the old job was not there any more.

One office had twelve of its pressmen call in one morning. The sorry part was that there was nothing for them to do. The manager of the firm stated to this paper: "Before the strike we were paying every one of those men over the scale, and today they come back and ask to be taken on at the scale. Many of them have been with us for a number of years and are first-class mechanics. I went after some of those men repeatedly, after holding their positions open as long as I could. But we had to go ahead and fill the places, and we are certainly going to protect the men who came to our assistance when we were up against it. I feel sorry for the pressmen for they received little strike pay. I hope we can take on some of them as soon as things get a little better, but for the present there is nothing we can do."

The season has been a particularly trying one for experienced, let alone green, hands, in the press room. Not in years has it been necessary to give so much attention to rollers owing to the excessive heat and humidity, and the wonder is that there were not more accidents reported in press rooms. It must surely speak volumes for the quality of the summer rollers that are being turned out by the makers at present.

Acton Free Press a Year Older

The Acton Free Press has started out on its 47th year and its present editor, H. P. Moore, is only four years behind in the matter of uninterrupted control. Mr. Moore has never regarded his paper simply as a meal ticket, and that probably explains why it has continued to grow and prosper. The editor of the Free Press has made enemies, and it is not so many years ago that it was a frequent thing for his front windows to be caved in with bricks. Mr. Moore has always conducted his business with the idea that he had a community responsibility, and he never hedged when called upon to discharge it.

The Roller Maker and his Customers

Hot Weather Has Brought Unusual Difficulties

THE SUMMER—especially a summer like the present one—is the time to bring roller troubles to the surface. The trouble is that they do not stop when they come to the surface, but keep right on coming up until they have caused war between the office and the man who made the rollers.

Pressmen and roller makers agree that the present summer has been the worst they have experienced for a long time. Publishers—especially in smaller centres in offices where one set of rollers does all the work—are led to declare that the makers of the rollers should be in the chewing gum business.

The office that is making one set of rollers last right through is apt to have more trouble than usual during such humid weather as we have been experiencing during June and July.

The Troubles of the Roller Maker

The general manager of one of the largest firms in the roller business in Toronto, discussed this matter with a representative of this paper at some length, pointing out that no matter what care the maker of rollers took to keep faith with his customers there was almost sure to be trouble.

There were two cases in particular that illustrate the point we have in mind, and on these two the correspondence has covered a considerable period. It is interesting in that it serves to show that the roller makers know the conditions that are going to be faced in such a season as this and they also are ready to do their best to help out in an emergency.

Got too Many Rollers

In one case an office sent in an order for a full set of rollers, and ordered too many, for when the press in the office—which was not built at the time the order was placed—was put in operation, it was found that several of the rollers were not required. The matter was taken up with the maker of the rollers and he stated that he would be willing to have the paper ship back the composition from the rollers that were not required, and charge the office simply for the rollers that were required. That was done, and after the rollers were put in operation during the hot weather a complaint was made that they were too soft. The rollers had been made, we should mention, in the cold weather. The letter from the paper went on to state that the rollers were the worst that the paper had ever experienced during the twenty-five years it had been in business.

The Offer of the Maker

The firm replied to the letter in part as follows:

We are not surprised at you having trouble with your rollers, as they were made in January, the middle of the winter, and we are now suffering from a very hot, humid spell. There are a number of printers sending rollers in because they are soft and going to pieces—in fact this is keeping us busy just now. Instead of running your soft winter rollers in this hot weather the better plan would be to have two or three hard rollers to last you through the summer season, when those you have will come in perfectly in the fall and winter season. It is next to impossible to make rollers that will run in both winter and summer, and the best way is to run a fairly firm roller through the fall and winter, and by the following summer it will have become so well seasoned out that it will stand better, but even then this is no certainty, this applies only to country offices. The larger town and city offices, having much more work going through, invariably provide themselves with rollers for both winter and summer.

If you would like to have two or three hard rollers just forward the cores and we will cover them with summer composition.

Explanation Didn't Please Him

The publisher replied as follows:

Yours of the——to hand. Your explanation is just about what we expected and almost identical with what a Toronto man who buys considerable rollers told us you would say. The rollers were not made of good material in the first place. They were too soft and stuck from the time they were first used in January. They kept getting worse until it was impossible to use them. I have used rollers for the past twenty-five years, and as I said before these were the worst I have ever seen, and I have made and used home-made ones too.

The Offer of the Roller Firm

The firm in Toronto did not give the matter up here, but answered as follows:

We regret very much your attitude in the roller question, especially in view of our leniency in accepting back from you over 60 pounds of composition which we were in no way bound to do. We figured it was doing you a favor, and would be good for our future business relations, and you see how it works out—we are liable to lose all your trade and get nothing out of it.

As a matter of fact you are only one of hundreds of printers who are suffering from this roller trouble because of the present weather conditions. This happens every summer at this season. Would you or any other printer expect the roller maker to stand all the expense? If so, would it not more than consume all the profit of the year's business of any roller maker who would do so?

Do you think that any honorable firm making rollers would side-step the responsibility in a case like yours by making excuses which were not well founded for the sake of saving a few dollars and losing all your business?

Don't you think that 70 years combined experience, and 20 years in the roller business, making rollers for the most particular, as well as the general trade in Canada, should place us in the position of knowing how to make good rollers, and do you not think it would be to our own advantage to do so at all times? We only ask you to be fair with us and to believe that we are as honest as yourself. In dollars and cents there is very little to be gained in writing you in this way, but as we have some principle and sentiment apart from the dollars involved, and because you have put the matter to us in a way that is manifestly unfair, we are going to make you the following proposition:

Submit the whole case to the Printer and Publisher. Have them investigate and we will abide by their decision, and will agree to say nothing to them whatsoever, and allow you to present your case first. The only condition that we stipulate is that should the decision go in our favor, that we continue to be good friends, and should it go against us, we will replace your rollers which you claim are not right, free of charge. This means that you have everything to gain and nothing to lose. We will wait for a week for your reply before taking the matter up with the Printer and Publisher ourselves.

Not Asking for a Refund

The publisher in reply to this offer stated that "our object in writing you was to give you an opportunity of improving, not to get a refund for what you charged us. I know that the composition was not good, and made a remark to that effect when we first got them. The first time we used them—in the winter—they began to stick to the disc of the press and proved too soft. We are not asking for a rebate or allowance, and notwithstanding

what P. & P. would say we still say the composition was not good. We showed them to a party who happened to be here and knows a good roller when he sees it, and he told us about what you would say when we told him we were going to tell you about them. However, my own experience of over twenty-five years with rollers would enable me to know something about them, and I would not tell you they were not good if they were.

The Offer Is Renewed

The last letter in this correspondence was one from the manufacturer of rollers to the publisher, in which he said:

We have yours of the——and would prefer not to reply except for the maxim which we try to keep in mind "The customer is always right." We continually try to impress this upon our travelling representatives, but do you know it is sometimes very hard to make them swallow it because sometimes the customer is not right. However, in your sphere of business you perhaps recognize that it is sometimes better to give in to the customer than to have an argument, which seldom pays in the long run, and as one of the heads of our firm, and believing in this principle, I usually try to fall in line, but there are times when it is impossible for even myself to swallow it. Now I am sure that you have enough of the spirit of fair play to not only want justice for yourself, but also demand it for the other fellow. This of course is the Golden Rule, in other phraseology.

We are positive that the composition put on your rollers was good, and as good as that made by any other firm in the business, and we made our former offer with all good intent. We are also taking this matter up with you in detail (and with no one else) for the specific purpose—for the benefit of the smaller printer throughout Canada. Our purpose was to have the "Printer and Publisher" publish a series of articles on the care and use of printers' rollers in small print shops.

Every spring of the year there are about a half-dozen or so complaints received here from some out-of-town offices similar to your own, and in every case the complainant is so positive that he is right he gives us no chance whatever to explain, but tries and judges us and passes sentence all in the one letter. Now do you think for a moment that a firm having over 20 years of business experience, and over 45 years continued experience on the part of one of our principals, and nearly 35 years experience on the part of the writer, and doing business with the largest houses in Canada, would not be in an equal position with yourself to judge as to whether the composition was good when made in our factory, as you?

We use the same glue and the same glycerine as used by most other manufacturers. We do not introduce any foreign substance into our compound, and our organization is continually on the qui vive to guard against any defect, and if possible, to improve upon our best.

I think you will by now realize that we are not trying to put anything over on you, or defend ourselves in the argument, nor to save the expense of a few dollars, but our purpose is, where possible, to find out where these troubles arise with the view of eliminating them. May we not ask you to co-operate with us in this?

We state again that the composition was made from good material and was shipped from here in good condition, and whatever has happened was while the rollers were in transit or in your office. This can be determined by sending a sample of the composition either to us or to Printer & Publisher, or to any one else near enough to Toronto for us to come in contact with in a practical way. If you accede to this we assure you that you will be doing not only yourself, but all the printing trade, more particularly the small out-of-town printer, a real service not only for this season but for all the time to come.

We trust you will accept this in the spirit in which it is written—with all good feeling.

Another Controversy Over Roller Trouble

Another firm tells of an experience along somewhat different lines, but bringing out the same point, viz., that rollers and their proper care constitute one of the biggest problems during this sort of weather.

These rollers were made in Toronto and shipped to a point in Ontario. Complaint was made that the rollers were not satisfactory, and on that ground the payment for them was not made. The publisher wrote in stating that the rollers were not right, and received the following reply:

If the rollers made for you were not satisfactory for any reason for which we are responsible, they certainly will be made good. Will you, therefore, kindly ship the rollers back to us at once, and upon arrival we will make a full report to you and see that you get satisfaction.

The rollers arrived in due course, and an inspection was made, the results of which are shown in the letter forwarded to the publisher.

The two rollers of which you complain have arrived—one of them was in perfect condition—the other one has had the face of it in places literally ground off on your machine, and has apparently been set about one-quarter inch too low on your machine. Composition is A1—perfect, and the finest ever put on a roller, and as far as we are able to find out is not loose from the core.

Will you kindly let us know what you would like us to do with these as we are quite positive that there was no fault whatever with the rollers, but the difficulty is in their use in your machine. One of these rollers, of course, has been ruined on the face by wrong setting. We will do this over without charge, but if it receives the same treatment as it has already, it will not last any longer than the first one.

We are yours always for good service, and will give you any information required and the benefit of our many years of experience, but we cannot guarantee any roller against the treatment that these two have had. Kindly let us hear from you before we proceed.

The Publisher's Attitude

The answer ran something like this:

Just received your delightful message, and it was just as I expected. You have the upper hand and the only thing for you to do is return the rollers and I will send you a cheque for your just dues. I have only been handling rollers in weekly newspapers for the past 28 years, so I do not know anything about them. In regard to the setting of the rollers, if I made the quarter inch difference that you say I could not get the machine to was damaged? It is not necessary for you to repair that rough usage you claim, why was it that only one roller work. I did not make the machine, and as regards the roller—kindly return them, and when the ends get too bad I will wind them with a piece of string in fond remembrance of the highest price ever paid for rollers in my experience.

Please ship back the rollers immediately.

Offer to Send an Expert

Some trouble was occasioned on this trip of the rollers, as it was not possible to have them reshipped in time for press day. After expressing regret for this delay the roller maker goes on to say:

We regret very much the attitude you take, as it does not seem that you are accepting us as being ready to give you a square deal. Further, we do not believe you will find one suggestion of sarcasm in our letters. Either, our remarks were truthful and based upon sound expert knowledge of the business, or the opposite is the truth. Now, as man to man, with the Golden Rule in mind, we are willing that you shall put this matter to the test by a third party, and if we cannot demonstrate that you are in the

wrong, we will pay all expenses incurred and a new set of rollers will not cost you anything. Further, if your machines need any readjustment, as apparently there was something wrong, we will be glad to send one of our mechanics to adjust it for you, and if it is found that the adjustment of the machines was not responsible for damaging the rollers, that service will not be charged either. If you can think of anything further by way of a reasonable test which will determine whether you or we are at fault, we will be glad to meet you.

The above is an unusual proposition for us to make, but we are not unwilling to make it at any time, and we do so because of the attitude which you have taken, and which apparently throws the onus on us. Your letter also infers that we have taken advantage of you. This is not our desire.

When you receive this letter you are at liberty to phone us at our expense, and if you still insist we will ship your rollers just as they are.

That was the end of this matter, and the firm did not have the opportunity of making good on the rollers by the investigations of any third party.

How Some Firms Order

"Firms that are keeping rollers in constant action in summer weather provide against trouble by having a supply on hand early in the season so that they can be well seasoned before the season of heat and high humidity sets in. There is nothing that will attract moisture like a roller, especially a new one. I have had a good deal of press room experience and can well remember many times when we used to take rollers out, clean them off carefully with a little benzine and then rub in a little French chalk to close up the pores. We have orders right along from the large press rooms during this weather for repairs for gears, etc., that have been spoiled through bursting rollers. There is nothing that we know of that will guarantee a firm against trouble during sticky weather in the summer. The roller makers want to help the publishers in the smaller centres, and they realize quite well what it means to them in the way of money and trouble to have their rollers going bad on them. I think you will find that the roller makers as a whole are willing to give all sorts of assistance. We would be only too glad at any time to give advice on matters of this sort. We have everything to gain, and so has the publisher by arriving at some sort of an understanding. We do want to make this point, though, that we are trying to be fair and reasonable during a season when it is a hard matter to avoid roller trouble."

Believes Printers Made a Very Serious Mistake

Picton Gazette:—The job printers' strike in Toronto and other Canadian cities which began on June 1st, has created a difficult situation in the union shops in these centres. The strike has not only interfered seriously with the work of the job plants, but has prevented the publication of many of the newspapers and periodicals. Saturday Night was obliged to suspend publication for one week owing to the strike, but is now again being issued with only non-union men employed. Several Toronto trade journals have been temporarily printed in shops outside of the city. While production is retarded most of the plants are carrying on with non-union labor, and there is every indication that the strike will be an utter failure.

The Typographical or Printers' Union, has its headquarters in Indianapolis. All its activities are centred in this American city. The edicts sent out from headquarters must be obeyed on penalty of losing all the benefits accruing to members.

The Union's authority is supreme. The obligation taken by members declares that they will recognize no superior authority, either social, political or religious. The Union demands absolute obedience and enforces severe penalties for refusal. This is the secret of its power. Unionism rightly directed has done much to raise the status of the workingman, and to legitimately improve working conditions, but recent months have witnessed the immense power of this influence used in a way that could only result in the creating of conditions that make it impossible for industry to survive.

This was the case with the job printing strike. Job printers were receiving $32 per week of 48 hours, with a ten per cent bonus, making a total of $35.20. This agreement expired on June 1st. The printers demanded $44 for a 44 hour week. The employing printers refused the demand, offering $36 for 48 hours. This was refused, and the employers have declared for an open shop. They refuse to negotiate with the union and are hiring non-union men. Sufficient help is being secured to enable most of the shops to resume operations, and the outcome is likely to be that the strike will be not only an utter failure, but that unionism will be discredited, and the open shop established in most plants in Toronto.

The reason for this is not difficult to understand. Present commercial conditions made increased labor costs impossible. With dropping prices in every line the printer could not face a big increase in wages and the lessened production resulting from shorter hours. The employers had no option but to refuse. They are fighting for their very existence.

And they are also fighting for freedom. The employer is fighting to control his own business. In recent years unionism has controlled. The employer could neither employ or dismiss a man. He had no power to reprove inefficiency or reward efficiency.

In this struggle labor is demanding the impossible, and cannot hope to succeed. In this time of readjustment increased costs of production cannot be faced by any business without disaster.

Free Space and Free Tea

Only a few weeks ago one of the large tea houses —feeling that the newspapers of the country were in a very serious need of hot weather copy—sent out a notice showing what a splendid thing it was for the people of the Dominion to get into the habit of drinking iced tea especially in the hot weather.

One of these appeals went to H. J. Pettypiece of the Forest Free Press, and the following answer was sent to the iced tea concern.

Dear Sir—Your favor of the 2nd inst., with The Iced Tea Habit reader, to hand.

You ask the "courtesy" of a reader which will cost at least a dollar in work and space. Courtesy among business men is a splendid thing, but it should work both ways. Now, listen to this. The writer gets his own breakfast every morning, and uses "————." He would very much appreciate the "courtesy" of a package of———— tea in exchange for an insertion of the reader.

Joking aside, let me remind you that some two hundred of our weekly papers have died in the past five years, and that one of the diseases with which they were afflicted was too much one-sided "courtesy," and the Free Press has taken the only safe cure—No free publicity.

The various Press Associations, through their various offices, have been combating this sort of thing for a long time, and they have made considerable headway in the elimination of the evil. At the same time there is much to be said for individual attention to this class of material. A letter direct to the advertiser from a publisher pointing out that something is being asked for which is against the policy of the paper to grant is bound to leave an impression on the mind.

AVGVSTINI SANCTISSIMI DOCTORIS EGREGII DE CIVITATE DEI AD MARCELLINVM LIBER PRIMVS CONTRA GENTILES INCIPIT FOELICITER

[*Showing* HADRIANO, *a New Type Design by* FRED. W. GOUDY]

AN UNIQUE TYPE FACE

A note on Lapidary letters in general and *Hadriano type* in particular.

Stone cut inscriptions of the Imperial age of Roman history are wonderful things. From them scribes and early printers developed all of the letter forms we use to-day. Those ancient craftsmen who cut them were more concerned for a consistency in the proportions of their letters than with mere details of execution; their work was not a matter of conscious or elaborate design. The letters they produced formed an essential alphabet, and are as legible to our eyes today as though cut but yesterday. Apart from the proportions of the letter forms, the character is that given by the tool used in their making, suggesting an acquaintance by the craftsmen with the forms produced by brush or pen.

Is it not reasonable, then, that Mr. Goudy should reverse the process and from a rubbing of a few letters (three in fact) from an old inscription of the first or second century, to which he added the remaining letters of the alphabet conceived in the same spirit as in the original cutting (the Louvre, Paris, August, 1910) from which he made his rubbing, produced a type face absolutely unique in the annals of type founding?

Poor Copy an Expensive Proposition

By C. J. MORRIS, Copy Editor MacLean Publishing Co.

FEW printing firms realize the heavy and avoidable expense entailed in correcting errors due, in the first instance, to faulty copy, that is to copy which has not been carefully read through and corrected before being sent to the composing room.

In offices where it is one man's special duty to go through all copy and prepare it for the machines the trouble is obviated, but this is not often the case, and where copy is sent direct from the author to the machine it is perhaps no exaggeration to say that in many cases half the corrections which have to be made might have been avoided had the first mentioned course been adopted. Copy, of course, varies, and some editorial men send in copy which is practically perfect, but this can not be said of the great majority.

In former days when time was of less importance than at present, the compositor or operator was longer over his work, and he could afford to spend a few moments to read through a sentence two or three times, to gather its exact meaning, or to punctuate it properly. Under such circumstances, with a good man at the case or at the machine, misplaced or omitted commas were few and far between, but with the modern system of the operator working against time he cannot spare the time to read a sentence through twice to get at its meaning. The meaning may not be clear to him, but he has to assume that the writer knew what he meant to say and has said it, and it is his place to set it up exactly as it is written. He is told he must follow copy and he does so. Were he to act otherwise his speed record would be materially reduced with consequent loss to his own reputation as an operator.

It is worth while mentioning a few of the most frequent errors met with in copy which are a prolific cause of avoidable corrections. It would, of course, be impossible to deal with the subject exhaustively in the space here available; the instances given are only a few, typical of many which occur.

Perhaps the most frequent source of trouble is the misuse or omission of the comma, especially in such a case as the following:

"Smith hearing Jones was coming, at once left." Here of course there should be another comma between "Smith" and "hearing." As it stands there is one comma between "Smith" and the verb "left." It would not so much matter if the other comma had also been omitted, but the latter cannot be used alone.

Another case in which the comma frequently causes difficulty is where the question arises as to whether or not it should be used after the relative pronoun, who. Take such a case as this, "He spoke to the men who were sitting down." Should a comma be placed after "men"? The answer depends entirely upon the meaning it is intended to convey. If some of the men were sitting down and it was to them only he spoke the comma should be omitted; if however it is intended to convey the idea that all the men were seated and the statement that they were sitting down is merely descriptive of what they were doing the comma would be necessary. The context in the two sentences following will show the difference in meaning:

(1) "He spoke to the men who were seated and advised them to stand up as the others were doing."

(2) 'He spoke to the men, who were seated, and said he was glad to see that there were sufficient chairs for all."

In the first case it was to the men who were seated he spoke and not to all the men. In the second he spoke to all the men. If the words "who were seated" were omitted from the first sentence it would not express what is meant, but they could be omitted from the second sentence without injury to the meaning.

If then the adjective clause beginning with "who" distinguishes the person or thing referred to from others of the same class the comma must be omitted.

Erroneous capitalization of words is responsible for a large number of unnecessary corrections. Each office has, as a rule, its own style in this respect, and it will pay to see that copy follows this style before sending it to the machines. Typewritten matter sent in from outside by the various associations and societies in supplying information with regard to their activities usually contains many words unnecessarily capitalized, and if passed on without being carefully read through and the capitals marked down much avoidable setting in making corrections results. Generally speaking, it is advisable to avoid the use of caps except where absolutely necessary.

The use of the singular verb for the plural or vice versa in connection with collective nouns such as company, society, firm, etc., is an error frequently met with. Whether these words are treated as singular or plural matters very little, but it so frequently happens that writers start off with one and then change to the other. "The company has issued their prospectus," is a type of error met with every day.

Very often the singular noun subject is obscured by some later words of plural number and we get something like this: "The price of oranges and apples were said to be lower."

Many writers seem quite unable to distinguish the difference in meaning between the words affect and effect and we are told that "the supply will effect the price," or that "the frost had had no affect upon the crops." These two words are a perpetual source of expense to the composing room.

The number of errors found in reprint copy especially in cuttings from newspapers would surprise anyone who has not had experience of them. Editorial men will take a clipping from a newspaper and, provided they see it is germane to the subject on which they are writing, will include it in their copy without reading it carefully through, with the result that a line is frequently found to be omitted or misplaced, the operator follows copy, and extensive corrections are necessary. Failure to properly edit copy taken from United States journals and newspapers is another cause of trouble. To be made applicable to Canada such copy frequently requires several changes, e.g., United States exports become imports when spoken of in regard to Canada and imports become exports. Or we may read that "our neighbors to the north of us are our best customers," which was quite in place in a United States publication but would not be intelligible in a Canadian journal.

The above instances are only a few of many which occur in the average copy sent to the composing room. They are sufficient to show that it is well worth while insisting that editorial men shall read through their copy carefully and make all such necessary corrections before sending it in, and that considerable expense will thereby be avoided. It is not only extra expense in resetting lines that is incurred; where matter is made up quickly delay in waiting for corrections which might have been avoided is very costly and it is more than ever so if corrections have to be made when the forms are on the press to which they may have been sent in order to avoid delay before the corrections have been made.

In the current issue of Inland Printer F. Horace Teale discusses the question as to whether it is a duty of the proofreader to correct errors of this kind. "It is

the proofreader's duty," he says, "to correct all errors save those which he cannot be sure of, for he must never forget that other people think some things right which he thinks wrong. One who changes the language of copy in any way is editing it, and the proofreader is not an editor, unless, as is exceptionally the case, he is especially authorized. The authors who expect the verification of names, dates, and quotations by printers' proofreaders are not wise. They seldom get what they expect, and are not entitled to it without paying for it. Such work demands time which the printer cannot afford to give away. Book printers should have a distinct understanding with every customer about proofreading, with agreement for pay for extra work. Very many of their proofreaders are well qualified to do such editorial work, but it is not an essential part of their work as proofreaders. On the contrary, their work is properly only inspection of the composition with intention of securing accurate reproduction. Copy should be made correct as carefully as the work in type, so that the print may be made a perfect reproduction except for correction of accidental errors."

If an increase of careful oversight by editors necessitates increase of expense Mr. Teale suggests that the proofreaders be called in as aids by specific authorization to make all really needed corrections, restricting the common demand for following copy to preventing unnecessary changes. Proofreaders could do much good that is now excluded by the "follow copy" plan. To get the best results proofreaders would have to be much more carefully selected than they are, and it would, of course, be part of their duty to go through the copy before it was sent to the machine. Newspapers have to print much matter so hastily that errors are inevitable. Editors alone can do little of the real work of improvement that might be accomplished by co-operation of editors and proofreaders. This is not possible if the proofreader is expected to follow copy blindly, for copy is often as much in need of correction as proofs are.

Printing Business Didn't Kill Off F. H. Dobbin

FROM F. H. Dobbin, of Peterborough, the Orillia Packet a few weeks ago received a letter which has a close bearing on the present strike:

He writes: Sir—Truly it makes one laugh when we find the statement, as printed in your paper, and credited to the effulgence of a deputation that proposed, on the part of the striking printers of Toronto, to place before the Methodist Conference, meeting in Orillia, the information that printing is a "deadly calling." If it be so, why the intense anxiety of the heads of the craft to keep others of their fellow-youths from going into it? It may be philanthropic to limit one apprentice to each seven journeymen, as has been done, but benevolence stops short of lucrative limitation of numbers. Printing is deadly, is it? Where in Sam Hill did that notion arise? Likely in the fertile brain of the Walking Delegate. Take myself as an example of the "deadliness" of the profession, for printing, while something more than an occupation, is as well something less than a profession. In many respects an avocation whereby a man gets his living and his fun at the same time. The work is so much the reverse of exertion. I went to learn the printing trade in 1864, two years before your excellent Mr. Murray. I worked as a journeyman for sixteen years, then eight years as manager, and until 1914 as proprietor-manager. I had the pleasure of spending a few hours with yourself last month. I wish respectfully to ask, did you find any evidences of physical, or mental decrepitude in myself? Not much. Not any, not by a jugful. And in the years that I have been incarcerated with the craft in Peterboro —fifty-five years—I have known of only five that died while in prosecution of the business and practice of the trade. One from old age, a most respectable taking off, was a journeyman of 38 years when I took my first degree as Entered Apprentice in the Review office. One, a youth, died, oddly enough for one so young, from appendicitis. That is an ailment not confined to the practice of the trade. One from consumption, contracted long before he came to Peterborough, and two from natural causes. This, out of at least 450 boys and men that passed through the local offices in the years mentioned. The trade, whatever it may have been in the days before the Fenian Raid, has long been robbed of any deleterious surroundings. The handling of the types as being obnoxious in the incessant distribution of hand-set matter has been knocked galley-west by the bar-casting machine. The fumes from the pots of the old typograph, if such were very harmful, —and I doubt it very much—were got rid of by a system of forced draft. Same with the linotype. The press-room is now as wholesome as a sanitarium. The smell of ink was ever an appetiser if I judge by myself. In the last fifty years the printer has changed his habits for the better, his straitened wage for more coin, but his outlook to a system of conservation in hours, opportunity restricted for others and selfishness.

Viewing these things, I seven years ago went out of the newspaper and printing business. I have no cause to regret it. I made up such a mind as I have that I would not spend the balance of my life working to keep 41 people at work. That was what it amounted to. That is the outlook for many as yet in the business. And they frankly tell me so.

There are in this city printers who had been in work steadily for 35 and 40 years, and who were resigned to make place for younger men. Had these men kept themselves alive, alert and read-up in their trade, they, with experience behind them, would have been a valuable asset to any office in a steadying influence and in the willingness to impart instruction, such as they had acquired. But the union had to admit that such had outgrown usefulness and they were resigned.

Side by side with this matter, I refer to this thing of experience. A journeyman needs to write off his experience, and to scrap a lot of it from year to year. Just as an employer has to do with his plant. The printer in a small town may say he has no opportunity. Then let him go where he can get it. I did.

Working conditions in other countries may not be all they might and should be. But we are dealing with this protest, not in the conditions that survive in Brazil, Lapland or Honolulu, but in Ontario, and on that outlook the consideration of the protest should be based. The idea of a Labor Union appealing to a Methodist Conference to assist in bolstering up a demand for shorter hours in an already short working day and for more money, is to laugh. There are occupations in which such assistance would be rightly merited, and would be willingly given, but printing is wholly outside the lines of such purview. That is if I, as one might say, recognize my own photograph, and by Heck, I think I do.

A Comedy of Errors

Toronto Sunday World:—As a rule we do not hasten to blame the printers for errors that appear in this page, but last week there was one that cannot go unexplained.

One sentence mentioned "Heywood Broun, of the New York Tribune." The next paragraph opened with the words "Another New Yorker," but appeared in the paper "another new faker." As we have a great admiration for the versatile Mr. Broun, whose views are always breezy and interesting, this explanation is due our readers.

While we are about it, perhaps it is well to mention that the title of Clare Kummer's latest comedy, "Rollo's Wild Oat" appeared twice in the department of the previous week. Once it was "corrected" to "Rollo's Wild Oats," to suit the bromides, and the other time it became "Rollo's Wild-cat." To the three correspondents who sent corrections we give our thanks. But really we were not so ignorant as they imagined.

Getting Business For the Local Paper

Fred Stevens Talks to Canadian Publishers

The following paper is by Fred Stevens of Hartland, N.B. It was to have been given in Vancouver, but was unavoidably omitted. Mr. Stevens has had a rather unique experience as a publisher, and has made a decided success—financial and news—of a paper in a place of 1000 people.

To give a treatise on how to get local advertising one must needs give the whole story of how to create and maintain a successful local newspaper, and a full account of this would make a book rather than merely an address. At the outset I presume my limit of space and your patience is about four typewritten sheets, and it is my duty to crowd the experiences of many years into that limit. Had I discovered at any time a golden key to unlock the mysteries of getting advertising I could tell you the combination in a few words; but the situation as it is with the Observer is that only "keeping everlastingly at it" has brought success, for I do not deny that my newspaper has a gratifying advertising patronage and that there is no shadow of doubt that it is the very best advertising medium in the portion of New Brunswick that it covers. That fact I am absolutely sure of, but it is not told boastfully, or with the hope of selling any of you space. You get this because one of the very first things the publisher must fortify himself with is an absolute conviction that he has the goods to deliver, and with that confidence he must see to it that he has convinced his public of the fact.

I can give you only my own experiences and in a sense I am one of those who have come up out of great tribulation. The Observer has had more years of failure than of success; we have made more mistakes than we have made brilliant hits. In fact our present modest success is but cashing in on the errors and blunders made in earlier days. Any man is liable to make mistakes, but it is a fool who will make the same mistake twice, and who will not make his mistakes chart the way for him and literally keep him off the rocks. I want to confess that my first newspaper was not the Observer, but The Hartland Advertiser, and after seven years' misery it died—and was long dead before I had the heart, or business acumen—to bury it. I was left with the few clothes I had and a host of creditors yearning for debts aggregating $1500. Soon I got a string of dailies to correspond for and unearthed three or four really big stories which were of such merit that a St. John daily, edited by Charles F. Crandall, now managing editor of the Montreal Star, bought off my little syndicating activities and secured my exclusive service with the offer of straight salary for sending in news stories wherever I might find them.

While The Advertiser was dead and buried, my ambition to establish a weekly was not and it was not long before I got together a small plant with a Gordon press and launched the Observer as an eight-page, four-column sheet, printed one page at a time on the Gordon. In six months I had a Hoe Stop Cylinder and was printing a six column paper.

I have been asked to give you an address on "Getting Local Advertising" and I sincerely crave your patience in bringing out my own personal affairs so prominently. I will have to give the address in my own way. I'm a poor imitator—too stubborn to follow a blazed trail unless I find for myself that it leads in the right direction. To resume let me say that practically all the capital I had to start the Observer with was the bitter experience with its predecessor, (the Advertiser), the training under Mr. Crandall, (which at the time I considered also bitter), and twenty borrowed dollars. For a long time, in fact for nine years, the way was very hard. Yet my zeal never wavered nor did my ambition fail. Every day in all the years I have been more eager to get back to the office than I was to leave it, near the middle of the night before. I am giving you this item because I believe such an attitude toward your business is absolutely necessary to real success. You may struggle along and make a living, and if your field is very good you may even make a dollar besides, but you CANNOT get the most out of your paper, or the most out of any other business, unless you give it your whole-souled attention—and you have got to do it because you like to do it.

I have attended a number of press conventions and have read about all the addresses on various newspaper topics that have found their way into print; and a great many commonly accepted theories I have rejected. One of my own practised theories is the antithesis of a very able paper delivered at our last convention. We have no established editorial page and I am sure its absence makes the subscribers' hearts more fond. It would be well if none of us opened our mouths until we had something to say—and there are weeks and weeks when I have not a word to say. Hence I don't say it. There are times, however, when I do have something to say and I try to deliver it with the right force, sometimes with too great unction. In a recent week our family of readers read the editorial with tears and cut it out for their scrap books and bought dozens of extra copies. Again the editorial created indignation and a real furore of excitement. Write but few editorials, but put enough ginger into them to make their appearance an event.

Then again I have long ceased to give the readers what my own ideas would suggest as the best for them. I painstakingly give them what I am quite sure they want. That means that the ear must be kept to the ground all the time, and giving them what they think they want and keeping out offensive items makes them our permanent friends. Our town has less than one-thousand population, but near-by are a half-dozen similar towns without papers and we always strive to give the outside towns a little the greater prominence. This creates good feeling and brings us trade—which is the main thing.

A Purely Local Paper

The Observer is a local paper in the strictest sense of the word. Perhaps the biggest single item of news the world ever heard was when the armistice was proclaimed on November 11, 1918. The Observer was just ready to go to press, but it did not carry a single line concerning this matter of such vast importance. John Smith's house caught fire a few minutes later, however, and we stopped the press to get all the details in. Let me say that while we published no war news from the field of action, when there was recruiting, when our boys went away, when they came home, and when those brief, cruel messages came, those were surely items for the Observer. We work on the theory that we cannot possibly succeed in competing with the dailies, and every one who can read intelligently takes dailies down our way, and the city papers cannot in any way succeed in competing with us. We give more news of Carleton county in a single issue than all the dailies in the world will ever print. Not much of real news value, perhaps, but it's what the subscribers pay their good money for, and our motto is "Give them what they want." All that I have told you is to show that my methods have succeeded in building up a circulation that is double that of the ordinary small town paper.

The Growth of Advertising.

When I started the Observer my people were doing no newspaper advertising at all. By the end of the first year the ads checked up an average of $18 a week. In 1912 our ads averaged $22.50 a week. Four years ago I told a friend if I could but make the ads average $35, and

keep a fair run of job work, I would be satisfied. Today our ads run from $100 to $160 a week. In January a phone message came to reserve a full page in every issue for three issues this month. This is to show you how we get advertising which is easier than to tell you why we get it. But the "why" is all through what I have been telling you. Give the people what they want; don't preach to them; make an all-local paper—don't try to compete with the world. Stick to your own field. Make your paper typographically perfect; give every detail from the front office to the folder at the back of the shop your own personal attention, and devote your whole time to the business. The people will want your paper and you will have the circulation. In the course of being optimistic all the time remember to preach the gospel that "IT PAYS TO ADVERTISE."

Not in years have I made a direct personal appeal for an advertising contract. When we were getting about $20 a week for advertising we kept up a personal canvass with worse than no result. I stopped canvassing long ago, and devoted my energy to improving the paper and setting forth our gospel "IT PAYS TO ADVERTISE"! Perhaps one thing more than another that wakened the local merchants into scrambling for space was an editorial that I believe every one of you would refuse to print. We told our readers that to buy in the cheapest market and sell in the dearest market was their inalienable right—and mighty good business. We said we had advertising space to sell, for instance, and T. Eaton or anybody else, that was in honest trade could buy our space if they had the correct change to pay for it. And we are anxious to tell all the world we are still going along on that theory. We have just so much space to sell, and it is all contracted for for the remainder of this year at least.

Each Monday my office assistant either makes a personal call on our advertisers or phones them for weekly changes. Usually they merely give the data and instructions to "fix it up." If a new business opens up we call, wish the promoter well, and ask him to drop in for a chat some evening. We do not ask him for advertising, or try to sell him anything. Ten chances to one he'll come in in a day or two and ask for space—"if you've got it to spare," he'll say. We fairly beg a man who runs an ad to let us give him the benefit of the fullest service we can render, and if a man comes to the office and merely hints that he is an advertising prospect we count that day lost if we do not nail him.

In advertising we have our rates plainly printed, and often print the full card in the paper. Never do we say "Advertising rates on application; ask for special discounts." We plainly advertise our rates, so that every one will know the cost and that each will know the other pays what he is asked to pay. We never give space away. If a bunch of women cannot be got rid of any other way I pay for their basket social ad myself, giving them the money and directing them to the bookkeeper with their copy. They always feel foolish and do not come back another time without the change.

I discriminate between news and advertising by the fact that one is something I would select to print of my own volition; the other is something somebody wants me to print and which I will not print if they do not pay for it. Thus the matter of discrimination is easy.

I got more advertising after I quit whining because I didn't get enough, than I did when I kept up a continual canvass. I got more advertising after I opened our columns to any who had the honest coin. I got more advertising when I ceased to print free announcements, cards of thanks, notices of meetings, and government notices; but I am sure I would get no advertising at all, and have no paper, if I do not give the people the kind of paper they want. That is the real secret of getting circulation, and not one wants to fool himself with the idea that circulation doesn't count. It does.

Pardon me if I repeat that the Observer is published in a village of less than 1,000 people. So far this year our subscriptions have brought us in an average of $52 a week, our job work $80, and our advertising $120. After paying all expenses, and we have a nearly perfect cost system, allowing for depreciation and interest, I have for my wages an average exceeding $75 a week. I want you to know this so that I may justify myself for the prominence given the first pronoun. I have not been theorizing. I have read you a few pages from actual experience.

Big Gathering in Chicago From July 23 to 30

Chicago, from July 23 to 30 will be the centre of interest for printers and artists both in Canada and the United States. The second annual convention of the International Association of Printing House Craftsmen and the Graphic Arts Exposition will be held in that city from July 23 to 30. The list of exhibitors who will show at the Exhibition in Chicago during the convention is such as to promise an exceptionally interesting show. In fact almost all, if not all, the leading manufacturers of printing equipment will have exhibits. From the announcements that have reached us it looks as though this Exposition is going to be one of the few events that will go down in history as being of international importance, and as having made an international impression in the interests of efficiency in equipment and service in the printing industry.

Warren G. Harding, president of the United States, is expected to open the convention. If Congress should be in session on July 3rd, it has been arranged that the President will electrically launch the affair by pressing a button, and will telegraph his greetings to his brother craftsmen present at the opening. Undoubtedly many Canadian printers will be present at this show, which, if at all possible, should be attended by every member of the craft interested in being kept thoroughly up-to-date in equipment and information that will count for efficiency.

In our issue of August we expect to give our readers a report of this convention and exposition, and to bring before all the best things that were shown or spoken.

Troubles of the Ink Maker

Ink makers in Canada are facing problems of their own, especially in trying to bring into this country colors that can be procured only in foreign countries. Mr. F. Manton, of Manton Bros., Toronto, speaking to Printer and Publisher on this matter, showed where he had placed an order in Germany for a red that had been off the market here since before the war. The customs authorities insisted on the following clause being put on the invoice in the first place: "The fair market value for home consumption at the time shipped shown on this invoice is marks 8853, in paper currency and is equal to 737.75 in gold marks, as compared with the Canadian dollar on the basis of one Canadian dollar to 48 marks.

The Toronto firm paid for the goods before they were placed for shipment at Hamburg, and the total amount of the draft was $166.43. The new Canadian customs ruling, forecast in Sir Henry Drayton's speech on May 8, claims that the shipment must come under the clause which provides against recognition of shrinkage of currency over 50 per cent. In other words, the tariff on this shipment of $166.43 worth of goods is $275.

Mr. Manton claims that the particular color on this shipment is such as cannot be procured from any other maker, and that the matter of protecting a Canadian industry is not an issue at all.

I AM THE PRINTER

JACK WINFIELD BATES in "The Inland Printer"

I AM HE whose facile hands transform the thoughts of men into solid substance. I stand, keen-eyed and eager-hearted, beside my mighty, rumbling presses, that I may blazon to all the world the loves and hates, the sins and sorrows, the never-ending story of the life and death of human-kind. ¶ The fruits of my toil give comfort to the aged and honest pleasure to little children; the monarch in his palace, the pauper in his hovel, alike turn to me in common understanding. ¶ Through my faithful hands must pass to be inscribed upon time's deathless scroll the valiant deeds of the warrior, the ringing phrases of the statesman, the matchless cadence of the poet's song. Without my handiwork history could be but transient, and language but the pagan's snarl. ¶ I have given to humanity the heroic saga of civilization's march, and to the heathen in far-flung jungles I have helped to send the words of the Redeemer. The product of my hand and brain is the life-blood of modern business; yet did I serve Confucius when the world was young. ¶ I am the scrivener who chronicles your daily life, your books, your poems, your music—each must come to me to win their lasting fame. ¶ I am he who will leave for posterity the record of our times, even as I have stamped on history's pages the record of the times now gone. ¶ I am the preserver of every art and science. ¶ I am the disciple of Gutenberg, of Caxton, and of Franklin.

¶ I am the Printer.

BROS ENGRAVERS

Legislative Chambers of the New Manitoba Provincial Parliament Buildings at Winnipeg

Unsolved Problems May Destroy You

By J. J. HURLEY, Brantford

At the meeting of the C. W. N. A. at Vancouver, J. J. Hurley, of the Hurley Printing Co., Brantford, gave the members a well-reasoned talk on "Job Costs." PRINTER AND PUBLISHER is glad to be able to produce most of Mr. Hurley's remarks.

THERE is an old Greek fable of a sphinx which sat by the roadside on a high rock and strangled and flung down all passers-by unable to guess a riddle which she proposed. The riddle ran as follows: "What is it that has only one voice, and goes first on four feet, then on two, and lastly on three?" Oedipus solved the riddle by replying that it was man, who crawls as an infant, walks on two feet in his prime, and supports himself on a stick in old age. At this answer the Sphinx threw herself from the rock and perished. This fable is as true today as it was in the days of ancient Greece. I take it as my text: "Unless we solve our problems they will destroy us." There are many problems in the job printing business, but the greatest of these is the problem of knowing what our product is costing us. Without this knowledge we cannot know our selling price. This accounts for the great discrepancies in quotations that occur from time to time, to the bewilderment of our customers and ourselves. Quotations varying from fifteen to forty, and sometimes to fifty per cent, destroy the public idea of values and leaves the impression that some of us are charging unfair prices. Our only remedy for this state of affairs is a greater knowledge of costs—having regard for hours, wages, rents, salaries and other overhead expenses.

Believes in Cost System

We have been trying for a number of years now to educate job printers along these lines, but many still remain indifferent or skeptical. I was converted to this view myself because I saw disaster before me if I continued along the old lines. Since installing the cost system my business has prospered. Perfection is by no means reached. But now I know whether I make or lose money on a job. When figures like these stare you in the face from your cost sheet you are being constantly checked up. This in itself is one big step in advance. It is not only unfair to yourself to be ignorant of your cost, but it is also an injustice to your customer. You cannot morally justify a price on a piece of printing that is merely a gamble. When the railways asked the Railway Commission for an increase in freight rates they had to make good their case. The people of the great west know how important is the matter of freight rates. The railways won their case because they were able to present their cost of hauling a ton of freight one mile. It was undoubtedly this fact alone that convinced the commission—they knew their costs.

The problem of the retail merchant is much different to ours. His problem is to get customers into his store to buy his goods. He has no problem about price, because he knows what he paid for his goods. But we sell goods before we know what they are going to cost us. What would we think of a bank in which we made our deposits, if no record was kept of the amount of the deposit? The amount of money taken on deposit, and the amount loaned out constitute the business transacted. If proper records were not kept, banking business would be impossible. They must set their earnings over against their costs, or they would have no knowledge of their earnings. This is unhappily the case with the printer. He does not know his costs, therefore he does not know his earnings. When he finds he cannot pay himself a salary if he is to pay his bills, he wakes up to the fact that his earnings are short. Why? Because he did not know at what price to sell his printing. Because, again, he did not know what it was costing him.

Many Didn't Know the Facts

A Scotchman who ran a small store in Edinburgh went on a visit to London, and took occasion to visit a large department store. He saw a very grand store, with beautiful fixtures and rich furnishings. He was under the impression that all the grandeur was the result of big profits. He talked with one of the managers and questioned him about his profits.

"Oh," said the manager, "we make five per cent on some lines, ten per cent on other things, and on others 20 per cent.'"

"Awful, awful," said Sandy.

"Why," said the manager, "what is the matter. Do you make that much?"

"No such luck," said Sandy.

"Well, how much do you make?" asked the manager.

"Oh, I just buy a thing for a shillun and sell it for twa."

Sandy did not know much about percentages, but he did know how to make a profit. Printers, as a rule, do not know whether the thing they sell costs them one shillun or twa, and therefore do not know what to sell it for. I want to urge upon all of you the necessity of getting down to a good business basis. Keep a proper time system on each job. Probably one girl in the majority of your plants would do the work. Have the cost of each job made up in your office. If you want to give your printing away because the other fellow is doing so, you may continue to do so. A cost system will not prevent you. It will, however, keep you informed as to how much you are giving away. The system is not elaborate or difficult. You can make a simple time sheet in your own plant that will serve your purpose if you do not wish to get the proper forms.

How to Make a Sheet

A time sheet ruled simply to show, 1st, the job number; 2nd. the customer's name; 3rd, the kind of work; 4th, time started; 5th, time left off; 6th, number productive hours; 7th, number non-productive hours. Put on the back of this sheet a number representing each kind of work, and have the workman enter the number representing the kind of work in column three. All your workman has to do when he starts a job is to enter the job number, the customer's name, number representing kind of work, time started. When he leaves that job for another he enters up the time he stopped. The remainder of the work will be done by the young lady in your office. It is very simple. You do not need an elaborate system. When you install this method, make out a docket for your weekly paper just the same as you would for a job for any customer. Treat it in the same way. The girl in the office will put down on the cost sheet the number of hours or parts of hours put on your paper each day. At the end of the week all the time is totalled up. The cost of stock is added, plus ten per cent handling, and there you have your cost sheet for each week for putting out your paper. Keep the cost on it just the same as you would on any other job going through the office. Make your employees show what they do with every hour in the day, and have the whole eight hours accounted for. If they have nothing to do, let the time sheet show the fact in the

non-chargeable column. If you must carry your employees during idle time, you must know how much idle time you have, because all this time must be taken care of in the amount you fix upon as your cost hour. It is obvious, therefore, that you cannot equitably fix upon your cost hour unless you have a proper record of your non-chargeable hours, and these bulk largely in the job printing business. It is this non-chargeable hour that bothers most men. Leave it to the girl in the office. She will soon know more about it than you will.

"But," you ask, "what am I to do if my competitor goes on in the old way and cuts prices?"

Let the Competitor Go

Fill him up. Take what is left at a profit. You will last longer than he will. In my own case I have demonstrated this to be true.

Be dignified and business-like. Do not let your customer dictate your price. He knows nothing about it. Give him to understand that you know your business. Make him respect you. Do not let him place you under an obligation because he has given you a job to print. You are giving him service and full value for his money. Honors are even. Look prosperous. Keep a clean and tidy place. People like to do business with those whose business is prosperous. Let this psychological fact sink in. Your wives have probably gone out shopping since coming to Vancouver. Did they seek out the mean, cheap, cobwebbed shop on a back street? They did not. They sought out the finest stores in Vancouver. My wife was out shopping this morning, and went into that beautiful store of the Hudson Bay Co. People like to do business with the best man in the business. It is up to you to be that best man. Run your office in a business-like manner. Know your costs. Know your charges. Make a profit.

A Good Way to Bulletin Election Returns

Editor PRINTER & PUBLISHER.

Sir:—In your issue of June I noticed that J. W. Eedy, of the St. Marys Journal, is seeking information re election bulletin service. We have tried out several plans here, but the one we used in the last Ontario election proved the most satisfactory to ourselves and the public in general.

The Independent entered into an agreement with the manager of the local picture house, whereby a special C. P.R. wire was run into the dressing rooms of the theatre, and the returns read from the stage. Thirteen single reels of educational and comedy films were shown during the evening and this was a big feature as well as the returns. A small admission fee of 25 cents was charged to cover the expense of the wire, and the films, and the theatre was packed to overflowing. Neither the Independent or the theatre owner made a cent on the deal, but we received a tremendous amount of advertising out of it both before and after the event. The service was talked about by people for days afterward, and many citizens drove miles to hear the returns. We know positively that this live-wire service brought us several new subscribers.

Hoping this hint will help Br'er Eedy, we remain,

THE GRIMSBY INDEPENDENT

J. Orlon Livingston, Editor

P.S.—I might add that our job department has never been so busy, as it is now. We have added two more printers and another press feeder to our already large staff since the first of June. We have been doing a tremendous amount of job work for Hamilton customers, as well as increasing our own work in our own field by persistent advertising and solicitation.

Advertising on our two papers, the Independent and the Canadian Sportsman has been heavy all year and gradually growing larger.

We are steadily adding new subscribers to the Independent lists and at the $2 rate at that. Never again will we go back to the old rate—or back to the old rates of advertising either.—J.O.L.

The Ink Industry in Canada

The Dominion Bureau of Statistics has issued a preliminary survey of "The Ink Industry." Practically all of the printing inks used in Canada in 1918, according to this survey, were made in Canadian factories; only about one-seventh of the total quantity having been imported; while not more than one-third of writing inks used were of foreign origin. Printers' rolls made in the same industry were worth $134,835.

Of the fourteen plants engaged in the production of inks and related products, nine were in Ontario, two in Quebec, two in British Columbia and one in Manitoba. The total capital invested in these plants at the end of the year amounted to $1,022,089, of which lands, buildings, fixtures, machinery and tools represented $341,701.

Notes Of The Trade

A continually increasing business has made it necessary for the Toronto Envelope Co., Limited, to move from Adelaide St., West, into much larger and more convenient premises at 9 Brant St., Toronto. Mr. Greigg reports the season's business so far to be exceptionally good, and he looks forward to a very busy fall and winter in the printing business.

* * *

The Latham Machinery Company of Chicago has recently put on the market a high speed, roll feed pamphlet stitcher, known as the No. 102. The outstanding feature of this machine is the feed which is accomplished by two hardened steel rolls. These rolls are arranged in such a way that they rotate continuously, thus eliminating springs and ratchets. The machine can be used for either flat or saddle work, and will stitch up to 1-4 inch in thickness. It is capable of being operated at a very high speed.

* * *

Readers of the June issue of P. & P. will have noticed the announcement of the Beveridge Supply Co., Limited, of Montreal. Some years ago this company started a mill supply department in connection with their paper business to sell certain specialties to pulp and paper mills. The department was so successful, both in connection with its extension and its sales efforts that the Beveridge Paper Co., Limited, as it then was, felt that the word "paper" did not sufficiently well indicate the nature of their business, and therefore they changed the firm to the name "Beveridge Supply Co. Limited." We understand that the Beveridge Supply Co. Limited, have completed their organization to such an extent that they are in an exceptionally good position to take care of their business.

Made a Plucky Rescue

The raft from which they were bathing overturning, two young women had a narrow escape from death by drowning in the lake near Bronte. They owe their lives to Mrs. W. J. Southam, wife of the managing editor of the Hamilton Spectator, who swam to them, and with the assistance of her twelve-year-old son, succeeded in getting the girls to shore. Mrs. Southam was reading on the verandah of her summer home when she heard the girls cry for help. Completely clad, she plunged into the lake and effected the rescue.

Our new offices

Reproduction of the cover idea of a four-page double fold booklet announcing the removal of the Southam Press Limited, Montreal, to their new offices and plant at 128 Bleury Street. The original is treated quite the same as this reproduction, and is a meritorious piece of printing in every particular.

SINCE AUGUST we have been occupying our new offices at 128 Bleury Street. The whole of the eighth floor in the Southam Building has been laid out in very efficient offices, and we would like you to visit us and inspect our new quarters.

At the same time that we announce the new address of our offices, we wish to acquaint you with the information that we have our Lithographic Department in operation. Any lithographed work that you give us will receive the same careful supervision that you now secure from our Printing Departments.

Commercial, Financial and Railroad

SOUTHAM PRESS MONTREAL LIMITED

Printing and Lithographing

Reproduction of an inside page of the "removal booklet" issued by the Southam Press Limited, Montreal. The treatment shown here is a close copy of the original.

RELIANCE ENGRAVING CO

Examples of Close-Cut and Vignette Halftone Work
from Retouched Photographs

Edmonton Bulletin Reorganized

The Edmonton Bulletin makes the following announcement: On July 1st Charles R. Morrison, for ten years managing editor of The Journal, leaves the employ of that company to become managing director of the Bulletin Publishing Company, Ltd., and assistant to Mr. Oliver in the management of the Bulletin. This appointment is an important factor in the reorganization of the Bulletin. The Bulletin Publishing Company, Ltd., has been organized as an enlargement of the Bulletin Company, Ltd. The authorized capital of the new company is $500,000. The provisional directors are Honorable Frank Oliver, William Short, Charles R. Morrison, John Michaels and Allan Haynes. Mr. Oliver is chairman of the board, and president of the company. The reorganization is under the direction of Allan Haynes.

Charles R. Morrison, the new managing director, is one of the best known newspapermen in western Canada. Born in Scotland, more than forty years ago, his parents went to New Zealand in his early childhood. His father was a newspaperman in Dunedin, New Zealand, and Toronto. Before Mr. Morrison was fifteen he had crossed the Pacific six times with his father, who felt the newspaper call of the New World. When he was about 17, he came to Canada permanently, and in the dozen years that followed was on the Toronto Mail and Empire, travelled for McClure's Newspaper Syndicate, and was variously employed on the Chronicle and also the Examiner in San Francisco. In February, 1910, Mr. Morrison went to the Inland Herald in Spokane. There he broke all known records for rapid newspaper advancement. In three months he was advanced from the position of copy reader to the head of the copy desk, then to the position of city editor, and finally to the office of managing editor of the newspaper, which at that time was one of the best organized newspapers in the northwest. In 1911 Mr. Morrison came to Edmonton on the invitation of Allan Haynes to become managing editor of The Journal. His record here as a successful newspaper organizer is known to every citizen of this community.

John Michaelis is to be circulation manager of The Bulletin under the reorganization. If his career in Edmonton had not been so soundly successful, it might be described as spectacular. For everyone knows how in nine years the New York newsboy has become one of Edmonton's substantial business men. The reorganization will add a substantial amount of capital to the resources of the Bulletin. The new company is owned entirely by citizens of Edmonton and vicinity.

Make Paper From Spruce

The Birmingham Age-Herald is being published on paper manufactured from southern spruce pine, which grows along the banks of the Warrior river and in the hilly sections of north Alabama, covering many thousands of acres. The paper was manufactured from wood shipped to northern mills and is declared by experts to be the equal in every respect of the newsprint made from Canadian pulp.

The Alabama pine, which is unfit for lumber, contains an unusually fine fibre, has a very thin bark, virtually no heart and contains only a trace of rosin. It requires one ton of wood to make one ton of paper.

Director of R. Hoe & Co.

At a meeting of the board of directors of R. Hoe & Co., held on July 8th, Addison J. Gallien was elected a director and first vice-president of the company, to fill the vacancy caused by the death of Oscar Roesen. Mr. Gallien, who is a native of Albany, and a graduate of Union College, first came with R. Hoe & Co. in 1887, and for the last 25 years has been actively identified with the company's sales organization. He is widely known in newspaper and publishing circles, and his many friends will doubtless be glad to learn of his advancement to this important and responsible position in the Hoe organization.

Costs Have Run Wild

The reason the newspaper graveyard is so full is shown by an editor who has been investigating the cause of so many newspaper demises. He figures out that in 1907 wages were at 100. In 1914 they had advanced to 178, and in 1921 the figure was 393. Newsprint from 100 jumped to 177 in 1914, and to 623 in 1921. Newspaper postage, which cost the normal of 100 in 1907, was 147 in 1914, and 337 in 1921. Ink was 100 in 1907, 200 in 1914, and today stands at 331. Editorial expense jumped from 100 in 1907 to 120 in 1914, and 241 in 1921. Miscellaneous expenses went from 100 in 1907 to 125 in 1914, and to 244 in 1921. Taking the average of all newspaper costs it was found that while the average of 1907 was 100, in 1914 it was 159, and in 1921 it reached the high mark of 411. It is not surprising with such figures that over 4,000 newspaper publications have gone out of existence in the United States, and a corresponding number of them in Canada.

Journalist Signally Honored

At the annual communication of the Grand Lodge of Free and Accepted Masons, held at Digby, N. S., on June 14th, one of the oldest and most respected newspapermen of Nova Scotia, was signally honored, when J. Murray Lawson, editor and proprietor of the Yarmouth Herald, was elected to the position of Grand Master of Masons of Nova Scotia. This is the second time within recent years that a weekly newspaperman has been selected for this honor. In 1915, Don Fraser, of the New Glasgow Eastern Chronicle, was elected Grand Master and held the office for three years.

"MIRELLA"

Opera in Three Acts by Charles Gounod

GIVEN IN ITS ENTIRETY IN ORATORIO FORM, PRECEDED BY A LECTURE BY MR. A. J. FELTON, ORGANIZED BY AND UNDER THE DIRECTION OF

MAESTRO CARBONI

OFFICIER D'ACADÉMIE, OFFICIER DE L'INSTRUCTION PUBLIQUE, MEMBRE DE LA SOCIÉTÉ DES AUTEURS ET COMPOSITEURS DE MUSIQUE, PARIS, FRANCE

MAY 16, 1921

AT 8.15 P.M.

AUDITORIUM, CENTRAL TECHNICAL SCHOOL

THE PERSONAL SIDE OF IT

British Columbia

The Vernon News issued a regular sized paper on June 2, the first since its printing staff went on strike May 1. A four-page paper has been issued weekly since that time. The Vernon News has declared an open shop and has secured an entire new staff in its mechanical department.

D. V. Mott, one of Fernie's oldest and most respected citizens, passed away recently. He had been in poor health for the past month, but was thought to be improving, and no danger was anticipated. The deceased came to Fernie over 20 years ago from Macleod, Alberta, and was a well-known figure throughout the west, having founded the Elk Lumber Company in Fernie. He was widely associated in many business movements in the Crows Nest Pass, and during the past few years had been acting as newspaper correspondent for many of the western papers. He was also associated with several of the papers that have been at one time and another published in Fernie.

Ontario

Mr. and Mrs. H. S. Southam and family, of Ottawa, are on a trip to England.

The Toronto Star is again running its competition for the largest small-mouth black bass.

The staff of the Daily Record, Kitchener, held its annual picnic at the Fietsch farm, on the Breslau Road. According to the published reports, "a good time was had by all."

Sam Hunter, the Toronto Globe's cartoonist, has departed on his annual vacation, and it isn't likely that any more of his cartoons will appear in that paper until he gets tired fishing and gets his fill of backwoods scenery.

J. B. Hazen, who has been doing special work on the staff of MacLean's Magazine in the way of publicity promotion, has returned to Boston, where he has again joined the Hearst organization, with which he was connected before coming to Toronto.

Exeter Advocate:—The Advocate started on its 35th year last week. And some people think you can carry on for 35 years without paying their subscriptions—or nearly so. . . There is nothing to business if a fellow has to run it on promises.

J. Martin Gardner, managing director of Might Directories, was elected president of the North American Directory Publishers' Association at their annual convention, held with the Associated Advertising Clubs of the World at Atlanta, Georgia.

W. J. Dunlop, of the Department of University Extension, announces that A. R. Clute, of Jennings & Clute, has been secured to lecture on "Newspaper Jurisprudence" in the special course for publishers of Ontario weekly newspapers from September 12 to 17.

The Chesley Enterprise, in the following way, gave notice of the "closed shop" for a week at least. "There will be no issue of the Enterprise next week. The editor-in-chief is drinking in ozone at the Pacific coast, the sporting editor and foreman will be in camp at London, and Miss Park is enjoying a week with her parents at Port Elgin."

The Wellesley Maple Leaf announces that its issue of June 16 was its farewell number. In its valedictory, H. W. Kaufman said: "After a struggle of over 21 years, the Maple Leaf goes the way of the most small country papers during the past four years. During these four years the cost of production has increased from 200 to 300 per cent, while the income is practically the same. This has caused the suspension or amalgamation of over 200 newspapers in Canada during the past few years."

Mrs. Emma Dodge, proprietress of the F. W. Dodge Publishing Company, of New York, who control 15 trade publications, including the Architectural Record and the American Contractor, was at the King Edward, Toronto, accompanied by her sister, Mrs. C. Yott, of New York. Mrs. Dodge, formerly Miss Crozier, is a native of Frontenac county, Ontario. Since the death of her husband three years ago she has been president of the F. W. Dodge Co. The company had plans to open in Canada, stated Mrs. Dodge, but since the death of Mr. Dodge the proposal has lain in abeyance.

H. B. Muir, for the past six years advertising manager of the London Free Press, severs his connection with that paper on August 1, having become financially interested in the London Advertiser, of which paper he will be vice-president and managing director. Although only safely over the thirty-year mark, Mr. Muir has had a very broad and thorough experience in the advertising and newspaper field. Born on the banks of the Avon, in Perth Co., his first newspaper experience was with the Houck Newspaper Features, Inc., Chicago. The two years following the panic of 1907 found him en the advertising department of the Winnipeg Telegram. His next move took him to New York, with Abbott and Briggs, Inc., managers of the monthly magazine section of Boston Globe, New York Tribune, Pittsburgh Despatch, Cincinnati Inquirer, St. Louis Globe-Democrat and Chicago Tribune.

H. B. MUIR

Mr. Muir returned to Canada with the Wyckoff-Gillett Co., representing Abbott & Briggs in Canada, assisting with the organization of the monthly magazine section published for about a year with the following papers: Halifax Herald & Mail, St. John Telegraph, Montreal Gazette, Toronto Star Weekly, Hamilton Spectator, London Free Press, Winnipeg Telegram, Vancouver Province.

When the monthly magazine section was discontinued in the Canadian newspapers, because of prohibitive postage rates Mr. Muir went with the London Free Press as foreign advertising manager, and within two years he had been promoted to head of the advertising department.

Mr. Muir is thoroughly sold on the value of the Western Ontario market, and is a strong advocate of giving the advertiser all possible information about the possibilities of the field, and then showing him how he can reach the business in that field. During his stay in London he has won the regard of the business community, and leaves the Free Press with the best wishes of the management and the staff.

The proprietor of the Ailsa Craig Banner, J. W. Kedwell, died at his home in Ailsa Craig, after an illness extending

over some length of time. Mr. Kedwell recently returned from the hospital, where he went to receive treatment last spring. Medical skill could do little for him, however, and since his return it has been generally known that the end was not far off. Mr. Kedwell lost his wife and his adopted daughter two years ago.

Edward Champion de Crespigny Toker, of Toronto, formerly of Peterboro, Ont., died in the Toronto General Hospital in his 89th year. He was a brother of Major-General Sir Allison Toker, of "The Grange," Bedford, England, and was a well-known figure in publishing circles. For many years he was editor of the Peterboro Review. He was the first editor of the Canadian Lumberman, and was also an editor of the Toronto Empire. For five years he was in the statistical branch of the Department of Agriculture at Ottawa, and was one of the four census officers for Ontario in 1891. Mr. Toker was a prominent man in fraternal circles and an author of some note.

A newspaper report states that a group of prominent Essex county men are behind a movement to establish a daily evening newspaper in Windsor in the interests of the Liberal party. Reports that a new daily would soon make its appearance have been current for some time, but not until a few days ago did these rumors take definite shape. While it is not intended at present to make public any of the detail it is stated that steps have already been taken to build up a capable staff, and that at least two of the executives have already been chosen.

At the annual convention of the Associated Advertising Clubs of the World, held at Atlanta, Georgia, John Cowan, publicity officer of the Toronto General Trusts Corporation, was appointed a director of the Financial Advertisers' Association for the ensuing year. Other Canadian delegates attending this convention were: Clifford Elvins, Imperial Life Assurance Co.; J. Gordon Tait, and C. E. Downman, of the Royal Bank, Montreal; F. W. Hunt, Massey-Harris Company, and J. Harris, of Might Directories.

Notification of the appointment of F. A. Acland, Deputy Minister of Labor, to be King's Printer and Controller of Stationery, is contained in a recent issue of the Canada Gazette. Mr. Acland is a former newspaperman, having worked first on newspapers in England before joining the staff of the Globe in 1883. He also worked on journals in the United States. In 1907 he was appointed secretary of the Department of Labor, and was promoted to be deputy minister in 1908. He leaves that position to become King's Printer.

During a storm which visited London a few days ago a bolt of lightning entered the press room of the Free Press building and did considerable damage. It fired rolls of paper stored near the press. Extra ink rollers, stores in cupboards on the wall were ruined, but the machinery itself was not damaged. In extinguishing the burning paper the fire department of necessity flooded the pits under the presses, and the motors were somewhat affected. A slightly smaller paper was issued that day but the damage was soon fixed up and the plant running as usual.

On the occasion of his marriage, W. P. Graham, office manager, was presented with a handsome service of cut glass from his associates on the staff of the Toronto Globe. W. G. Jaffray, president of the company, after some happy introductory remarks by William Findlay, business manager, made the presentation, stating that the gift was the expression of the high regard in which Mr. Graham is held by all members of the Globe family. Harry W. Anderson, assistant managing editor, on behalf of the editorial department, and W. J. Irwin, secretary, also referred in appreciative terms to the kindly feelings entertained by the staff toward Mr. Graham, who, in turn, fittingly repllied.

The Kingston Daily Standard on Tuesday, July 12th, published, in co-operation with a large number of the merchants, a big Kingston Dollar Day edition. This was the first distinctive Dollar Day edition ever put out in Kingston by the merchants for advertising their bargains. The Standard assisted by providing suitable pennants for the windows of the stores that were participating in the event. A Mysterious Miss Dollar was also on the streets and in the stores under the auspices of the Standard. The merchants report a big days business.

In connection with the Old Home Week in Brantford, July 31, to August 6, A. T. Whitaker, of the Brantford Expositor, is trying to round up former Brantford newspapermen for a little gathering on August 4. Among those who have been approached in regard to the matter are the following:—George Dottridge, Wilfred G. Bowles, A. L. Baxter, Harry Charlton, Tom Ryan, J. J. Hunter, W. Rupert Davies, T. B. Costain, A. R. Kennedy, E. Roy Sayles, J. Bruce Walker, N. J. O'Neal, Frank Keen, P. F. McCleary, John Grant, Victor Howden, Ewart Munro, Ross Munro, R. J. Fry, Reg. Jennings, Hugh Bell, Phil Errett, Lloyd Moore, George Sweet, A. M. Harley, Ross Beckett, Clifford Todd.

Douglas Story, author and journalist, was found dead on a train near Kotah, India. He was widely known as a war correspondent especially during the South African campaign, when he was the London Daily Mail's correspondent with the Boers and in the Russo-Japanese war, on the Russian side. His journalistic work took him practically to all parts of the world, and he was editor at various times of papers in London, New York, Johannesburg and Hong Kong. Shortly after the Boer war, Mr. Story came to Toronto, and was on the staff of the Toronto World, on the telegraph and cable editor's desk for about six months.

Clinton News-Record:—Victor C. French, editor and proprietor of the Wetaskiwin, (Alta.) Times, and son of Mrs. F. French, of Clinton, was elected president of the Canadian Weekly Newspapers Association at the annual meeting, held in Vancouver, B. C., recently. Mr. French is an old Clinton boy and learned the printing trade in the office of our town contemporary when a stripling lad. He went west several years ago, and for some years has been publishing a weekly paper at Wetaskiwin, a town of about three thousand, forty-five miles south of Edmonton. He has always taken a keen interest in the Association, which, until the weekly and daily sections separated last year, was known as the Canadian Press Association, and he was the first vice-president of the Canadian Weekly Newspapers Association. Old Clinton friends will congratulate him upon the honor bestowed upon him by his fellow journalists.

Fort William Times-Journal:—One of the most interesting members of the press party which arrived here, was Arthur Walker Wright, proprietor of the Confederate, Mount Forest. Mr. Wright, long before most people here were residing in the twin cities, almost before there were any twin cities at all, lived at Prince Arthur's Landing, and was the first school teacher there. Many people still living here obtained their first rudiments of education from Mr. Wright. Amongst these are James Whalen, the Wiley brothers, of whom only one—F. S.—survives today, J. W. Bray, Mrs. H. S. H. Goodier, members of the Dobie family, and many others whose names for the moment cannot be recalled. It will be remembered that in June, 1915, Mr. Wright was a member of the press party which then visited here, being on that occasion accompanied by Mrs. Wright. This time his daughter, Miss Grace Wright, is with him."

G. F. McKim, for 35 years publisher and proprietor of the Record News, died suddenly at his summer home, Rideau Lake, near here. Mr. McKim rose as usual in the morning, and while chatting with his family after breakfast, remarked on how well he was feeling, when he suddenly collapsed, and despite skilled attendance, passed away in a few minutes. He was prominent in the social, religious and business life of the community, having served several times as mayor of the town, for years as chairman of the Library Board, president of the Red Cross, and on several occasions contested the riding in the Liberal interests for the Federal House. He was born 62 years ago at Addison, Ont., and is survived by his wife, two sons, Charles Harwood, barrister here, and Gordon F., of the Bank of Nova Scotia, and one daughter, Helen, a graduate nurse in Toronto.

An exchange thus pictures C. W. Young of the Cornwall Freeholder: Sitting by the glowing grate with pipe in full bloom, Editor Charley Young, of the Cornwall Freeholder, has been doing some supposing. Suppose, he says, an editor should, just for once, relieve his mind by printing all the news he happened to know at that minute! Options would be thrown up, citizens arrested, families disrupted, fights fought on every street corner, candidates resigning, ministers leaving for distant parts, lawyers taking long vacations, business men turning things over to their clerks for a season, hired girls hunting new jobs, and so down a long list of casualties—and the editor would be so mussed up that his corpse couldn't be identified by his own family. A newspaper man doesn't know everything, but his work is such that he hears a lot that common sense, common decency and common prudence keep out of the paper.

The Maritimes

The friends of John T. Hawke, of the Moncton Transcript will be pleased to learn that he is speedily recovering from his recent stroke.

The French newspaper, L'Evangeline, with a large circulation in New Brunswick, is now under new management, with A. N. Roi, a veteran of the world war, in the manager's chair.

T. Amos Wilson, one of Fredericton's progressive master printers, has returned from an extended motor trip through Mass., U.S.A. He reports splendid weather and a thoroughly excellent trip.

Otto Hahm, late monotype machinist for J. & A. MacMillan, St. John, is now mechanical superintendent for the Carlton Sentinel, Woodstock, N. B. His position has been filled by "Art" Doane, formerly of the Royal Gazette, St. John, Nfld., a native of Truro.

Frank Ellis, of the St. John Globe, is back again in his chair, returning on Dominion Day. During the past three months Mr. Ellis visited numerous European countries, including several old battlefields in Belgium. He was greeted with a continual hand-shake upon arriving in St. John.

The Halifax Citizen, (Labor weekly) has, during the strike, enlarged the size of the paper to a four page, eight column.

Percy Clancy, junior partner of the Ross Print Limited, Halifax, became the proud proprietor of an infant son on July 13th.

The Halifax Herald is now operating its second monotype, and a full non-distribution system, having disposed of their Ludlow.

The Advertiser, Kentville, recently imported a linotype operator from London, Eng., the result of an advertisement in one of the Metropolitan papers.

Frank Henderson, formerly superintendent of the Sun and Tourist, Truro, N.S., has started a job business in that city and his friends wish him success.

Gordon Colter, late monotype machinist at the Royal Print & Litho plant, Halifax, being affected through the strike, is now mechanical superintendent for the Sydney Post.

The Gazette Publishing Co., Glace Bay, recently moved to new quarters, having bought the property of the old Commercial Hotel, and remodelling same, adding a Model K linotype.

The Post Publishing Co., Ltd., Sydney, added their fifth monotype in the spring. They are now running a compete non-distribution system, which has greatly improved the appearance of the paper.

The Halifax Herald has recently enlarged their reportorial quarters, necessitating the removal of the Royal Print & Litho's complete monotype department to another position in the building. This appears to be a very efficient move on the part of the management of the Royal Print & Litho Ltd., and the plant is expected to be in full operation within the next week.

Reorganization of the Edmonton Bulletin has been completed. William Short, K.C., has an interest in the business, and the managing director is Charles R. Morrison, who for ten years has been managing editor of the Edmonton Journal.

Laid to rest in the city he selected for the honor, by the hands of those who, like himself, were pioneers of the Kootenay, the body of Robert T. Lowry, late proprietor and editor of the Greenwood Ledge, famed throughout the continent for its able and humorous editorial comment, now lies on the hill above Nelson. A beautiful rite, employed by the Kootenay Pioneers' Association, for the first time, was exemplified at the funeral, when 25 old associates of the early days each dropped into the open grave his tribute of British Columbia fir, with the parting injunction, "Rest in Peace". This was founded on the custom of an Indian tribe in the Kootenay-Columbia Valley many years ago of never passing a certain spot in the narrow trail at the head of the Columbian lakes, where once the men of the tribe died to a man in making a stand against an invasion, without depositing a fir bough, the pile of boughs being always green by this perpetual renewal.

Short Courses In Journalism

A short course in journalism and allied subjects is to be arranged by the University of Toronto for the publishers of Ontario weekly newspapers. The course is to consist of a week's duration and will be held either during the week or the week after the Canadian National Exhibition. It will include English literature and composition, Canadian constitutional history, public health and hygiene, newspaper correspondence and such subjects of a technical nature as the Canadian Weekly Newspaper Association may desire. Although the course was designed primarily for the publishers of the weekly newspapers of Ontario, it will be open to anyone who pays the registration fee of not more than $2. According to W. J. Dunlap, director of university extension, the best available authority on journalism in the United States will be invited to give lectures on the subject. Other instructors already decided upon are: Professors W. J. Alexander, English; George M. Wrong, Canadian constitutional history, and J. J. Fitzgerald, hygiene. An authority on newspaper jurisprudence will be named later. It is believed that the course, if successful, will be a forerunner of a regular course in journalism as a part of the university curriculum.

Platen Press Register

Here are some facts about obtaining perfect register for the apprentice job pressman to memorise, writes Robert F. Salade in the *American Printer*.

Firstly, if the forme does not fit tightly, plug it on the right-hand side with a wad of paper, or with a tapered piece of wood. The efficient job pressman always has a number of such plugs ready for use.

Second, see that the tympan is tight, so that it will not move out of place when opened for make-ready work. In close-register printing on presses which have loose clamps, it is a good idea to turn the top sheet down under the bottom clamp, bringing the main portion of the top sheet up and over the top of the clamp. Such a tympan will not move out of position.

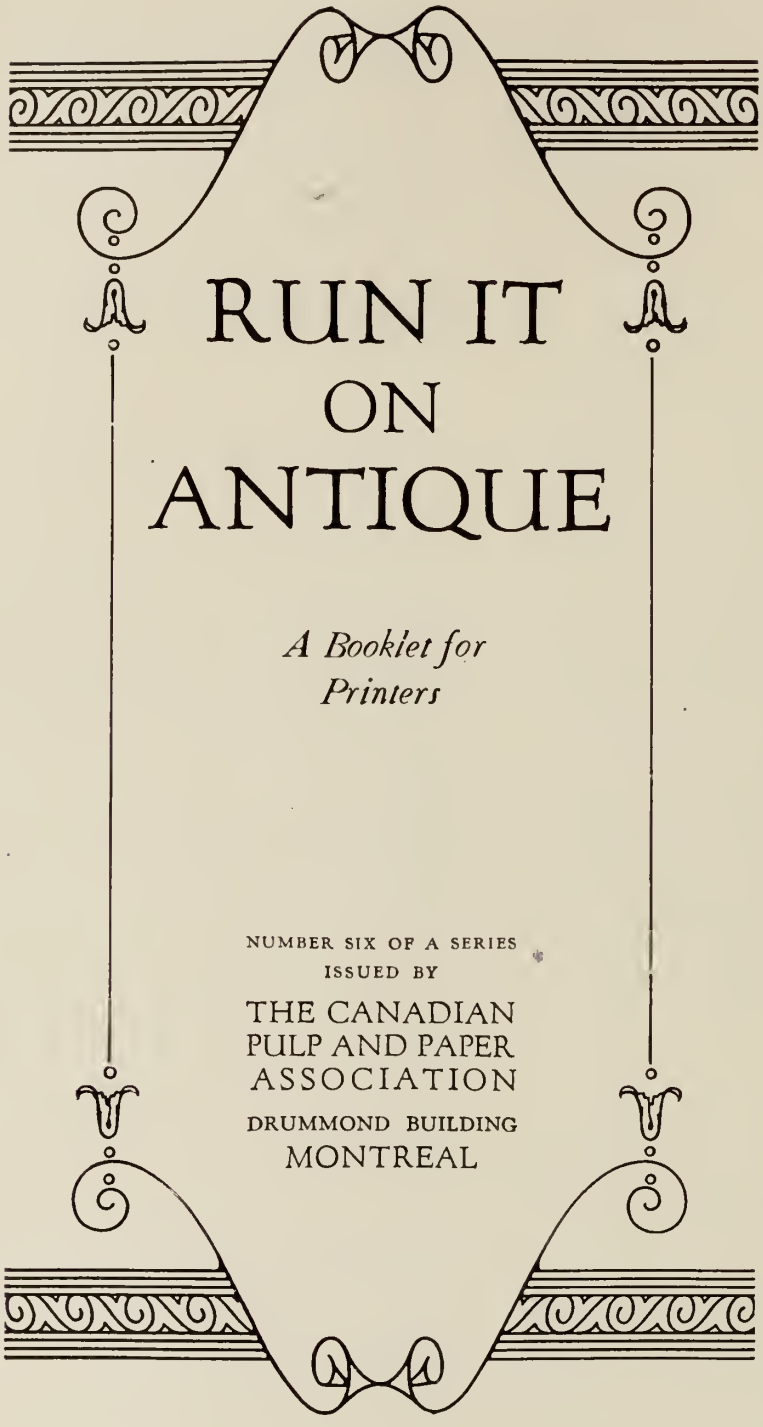
Third, use clean twelve-point quads (either two-em or three-em) for guides. Rub over fine emery paper to roughen slightly. Attach with a thin coat of glue. If the stock to be printed is heavy cardboard, glue two or three small pieces of heavy card on back of each quad. These form "bracers," and there is small possibility of the guides being knocked off in feeding. If the stock is paper, cut a small inverted V in the top sheet in front of each quad. Then cut small triangles of light cardboard and paste them to tympan in front of each guide, in such a way that their remaining points are covered by the Vs. This will prevent any sheet from working underneath the quads. In register work, never cover guides with paper, as the sheets of stock will soon cut through the coverings.

Fourth, if the run is a long one, carrying over for another day or more, before leaving on the first day rub over the top sheet of tympan with a piece of cotton saturated with machine oil. Do not oil close to the quads. The oiling of the top sheet makes it drum-tight and prevents atmospheric changes from wrinkling the tympan over night. As a further precaution, place a fair-sized piece of cardboard up to the guides, cover all of the platen with several layers of newspaper, and close the press—with impression off, of course. By following this procedure at the close of each day the tympan can be kept smooth and in true position for a long period, and there will be no changes in the register.

Fifth, if a small piece of cardboard is pasted to the top sheet, close to the edge of the stock, it will frequently prevent sheets from "jumping" away from the left-hand guide. It will not be difficult to feed sheets over the cardboard.

Sixth, after the first forme has been printed, take a sheet of the stock and with pencil mark on it the exact position of each guide. Save this sheet, and when the next color is to be run, set the guides in precisely the same position as on the initial forme, using the marked sheet to ascertain the positioning. Through this method, no matter how often the sheets go through the press for the succeeding formes, the guides always strike the same places on the stock, and there are no variations caused by stock not being cut absolutely square on the edges.

Seventh, when feeding close register work, always give the sheet a second light touch with the tips of the fingers, which pushes it very close to the guides.



By the Herald Press, Ltd., Montreal. The Canadian Pulp and Paper Association are carrying on a campaign of publicity in the interests of Canadian-made paper products. This very attractive cover design represents the front page of an eight-page booklet, setting forth the advantages of Antique stock for certain classes of printing.

Phone Adel. 5458 *Night Phone Jct. 2987*

REBUILT MACHINERY

Still the sale of our rebuilt machinery goes on uninterrupted -- proof positive that our machines give satisfaction. Here is a new list for you to make your selection from.

No. 478—No. 11 Pearl Press, size 7 x 11, with treadle and power fixtures, used only a short time.
No. 480—7 x 11 Gordon, with throwoff, treadle, and power fixtures.
No. 484—7 x 11 Beaver Gordon, with throwoff.
No. 493—7 x 11 Gordon with treadle.
No. 510—8 x 12 W. & B. Gordon, with treadle and power fixtures.
No. 487—10 x 15 John Thompson Colts.
No. 507—10 x 15 Gordon, with throwoff, treadle and power fixtures.
No. 517—10 x 15 Gordon, with throwoff, treadle and power fixtures.
No. 490—Baby Autopress, size 11 x 17, nearly new, speed 4,500.
No. 496—No. 3 Bench Steel Die Embossing Press, size 3 x 2¼, new.
No. 438—13 x 19 Gordon, with throwoff, power fixtures, set cast rollers, extra set roller cores, extra value.
No. 486—18 x 22 Caxton Platen.
No. 513—10 x 33 Roller Proof Press.
No. 514—10 x 33 Roller Proof Press.
No. 439—19″ W. & B. Lever Cutter, almost new.
No. 488—26″ Golding Lever Cutter, nearly new.
No. 497—19″ W. & B. Lever Cutter.
No. 502—16″ Challenge Lever Cutter.
No. 442—24″ Rosback Foot Perforator.
No. 471—Hansen Power Perforator.
No. 472—30″ Stimpson Foot Perforator.
No. 492—24″ Franklin Foot Perforator.
No. 461—32″ Piper Faint Line Ruling Machine.
No. 512.—No. 7 Brehmer Stitcher.
No. 503—Book Chase, 31⅞ x 48, both bars shifting.

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Brass Rule Made to Order *Roller Composition and Casting*

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Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

THE CANADIAN

Printer & Publisher Employment Bureau

Is designed to bring together Employers requiring men to fill positions and Employees seeking situations.

Entire secrecy is ensured by the numbering system adopted.

Some splendid appointments have been obtained through the use of an advertisement in Printer and Publisher.

NOTE CONDITIONS:—

TWO CENTS A WORD, including the box numbers; minimum charge is $1.00 per insertion, for 50 words or less. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

When forwarding testimonials send duplicates only.

Do not send specimens of work unless required. Applicants should advise us when suited in order that we may be familiar with the results.

Names are retained on the lists for one month from date of advertisement.

THE CANADIAN
PRINTER & PUBLISHER
143 University Avenue
TORONTO - - CANADA

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

ONE MODEL 2 CANADIAN LINOTYPE, in good running order, also motor for same. One Challenge Proof Press, 9" x 27", with iron stand, in perfect condition. Apply Box 4621 Printer & Publisher. (P.6.P.)

FOR SALE—AN OLD ESTABLISHED JOB printing and newspaper plant. In a thriving city of 14,000-16,000. Full particulars furnished. Apply Box No. 1521, Printer and Publisher. (p7p)

FOR SALE—ONE CANADIAN MODEL, two-letter Linotype, sets up to 14 point. 30-em line. Many extra parts, and one set of two-letter 8-point used mats go with machine, $650.00. About fifty miscellaneous job cases in first class condition, $1.50 each; two imposing stones in good shape, 28 x 50, $15.00 each. One lead and rule cutter, $5.00. Above prices are cash, all boxed f.o.b. point of shipment, British Columbia. Address Box 2721, "Printer & Publisher."

AUTOMATIC FEEDERS 10% TO 25% FASTer than hand feeding. The McCain attached to Dexter, Brown, Anderson, Hall or any other high-speed folder gives the printer maximum production. Write for detailed information, mentioning Printer and Publisher, to McCain Bros. Mfg. Co., 29 South Clinton St., Chicago, Illinois. (psp)

FOR SALE—WAITE AND SAVILLE 8 x 4 Die Press in perfect running condition with Sprague Motor and variable speed starter if desired. A very useful press for Jobbing or Specialty Office. Price is right. Press can be seen running at any time. British Canadian Publishing Company, 122 Richmond Street West, Toronto.

WANTED

WANTED IMMEDIATELY, EXPERIENCED Cost Man for a large Loose Leaf Manufacturing concern. Must have good experience on United Typothetae Standard Cost System. Give age, experience, references and salary expected. State particulars fully. DOMINION LOOSE LEAF COMPANY, LIMITED, Ottawa, Ont., Canada.

WANTED
MONOTYPE OPERATORS
Keyboard and Caster
Linotype Operators. Compositors.

Minimum wages $36.00 for 48 hours. Working condition the very best—good light and good ventilation.

Apply MONO-LINO TYPESETTING CO.
160 Richmond St. West, Toronto

Machinist-Operator
Open for Position

MACHINIST-OPERATOR DESIRES TO locate in British Columbia and will be open for engagement after September 1st. Is also an all-round printer. Can furnish good references. Have been with present employer over a year. Correspondence solicited. Address H. H. Dean, P. O. Box 773. North Battleford, Sask.

PARTNER WANTED

WELL-KNOWN WEEKLY NEWSPAPER and Job Printing Business wants partner to take third or half interest and acive management. Plant up-to-date, with linotype, power stitcher, cylinder, etc. Advertising patronage averages $700 month. Job work $400 month. Extensive interests in other lines demand full time of proprietor. Business inventories $9,000. Long lease on good building. Will consider none but practical printer and country newspaper man of experience. This is in one of the best towns in Alberta. Address Box 1721, Printer & Publisher. (PtfP.)

OPPORTUNITIES

THE OUTPUT OF THE GREAT MONOtype factory is absorbed as it is manufactured: that means a constant demand for Keyboard Operators; the best of working conditions, good wages, and a permanent position is always open to Monotype Keyboard Operators. Free schools in Philadelphia, New York, Chicago and Toronto. LANSTON MONOTYPE MACHINE COMPANY. (P7P)

HERE'S A GOOD OPPORTUNITY FOR A young man with about $1,500 to invest in a progressive Toronto printing office of good proportion and standing. Investigation solicited. Attractive future to this business. Apply Box 301220, Printer and Publisher, 143 University Ave., Toronto. (pufp)

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Write for detailed information. Sent by return mail. Write and right now. Box 703, Printer and Publisher. (pmp)

Printers Wanted

We still have a few vacancies for compositors, stone men and linotype operators. The nature of our business offers advantages beyond those of the ordinary printing establishment. Many former employees of our mechanical department are to-day occupying highly-paid positions in our editorial and selling departments. The General-Manager himself was formerly a compositor. The scope for advancement is thus practically unlimited.

We have definitely adopted the open shop principle, and neither now nor in the future will any discrimination be shown against non-union employees.

For men desirous of getting into the ad-writing profession the composing room training offers an excellent opportunity. Among other advantages the business offers are opportunities for taking various training courses, our welfare and nursing service, group insurance (minimum $1,000) for men, and steady work the whole year round.

Apply at once personally or by letter to the Employment Department

The MacLean Publishing Co., Ltd.

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is used in many of the leading Engraving shops of

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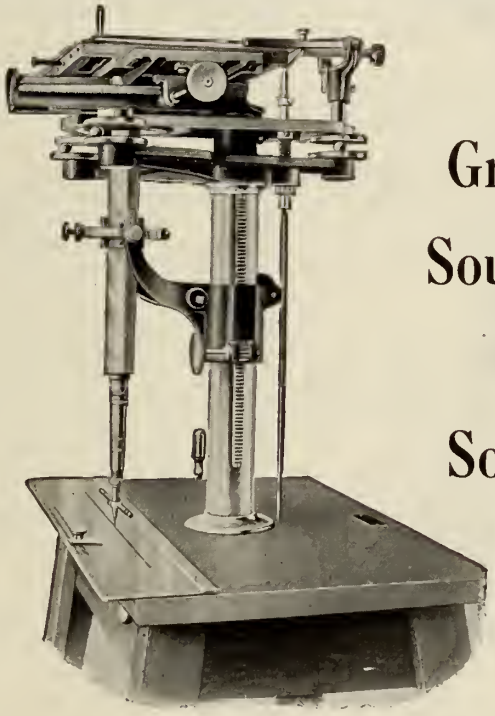

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It executes at a Fraction of Previous Cost—Beautiful Uniform Lettering Upon
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ARTHUR HEATH AND COMPANY
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Sale Agents for Australia and New Zealand

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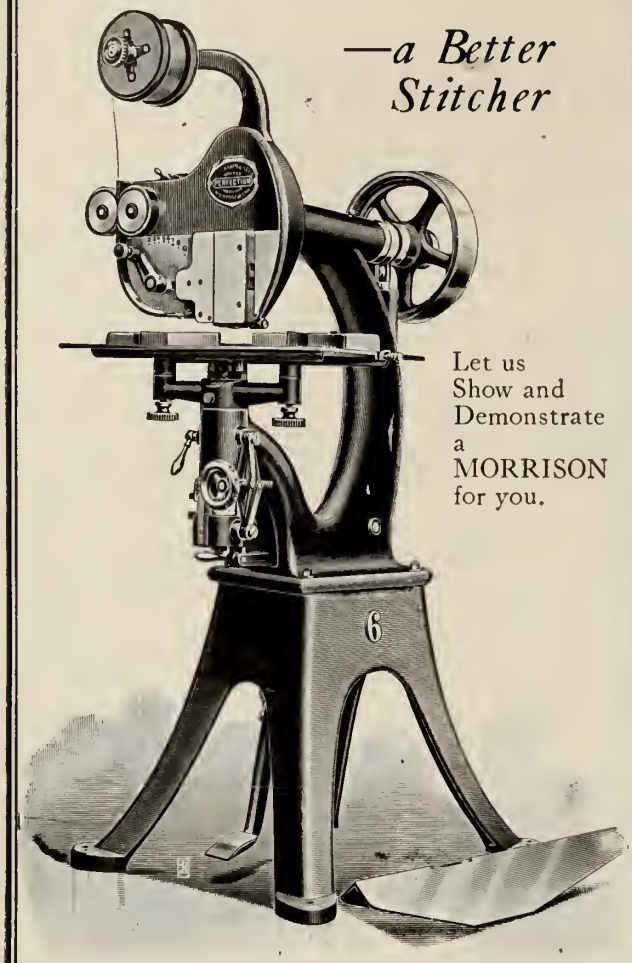
THE MORRISON "PERFECTION"

—a Better Stitcher



Let us Show and Demonstrate a MORRISON for you.

FOR thirty years the J. L. Morrison Company has been striving to build a better and better stitcher. The Morrison "Perfection" stitcher of to-day leads the world. Note the following points of extra usefulness obtainable only in the "Perfection": Gives a positive feed—simple of adjustment—ease and speed in changing wire and threading—only one place for inserting wire—wire cannot kink—feed automatically adjusts itself to any size wire—holds and grips wire while being cut.

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Bookbinders', Printers', Litho' and Box Makers' Machinery

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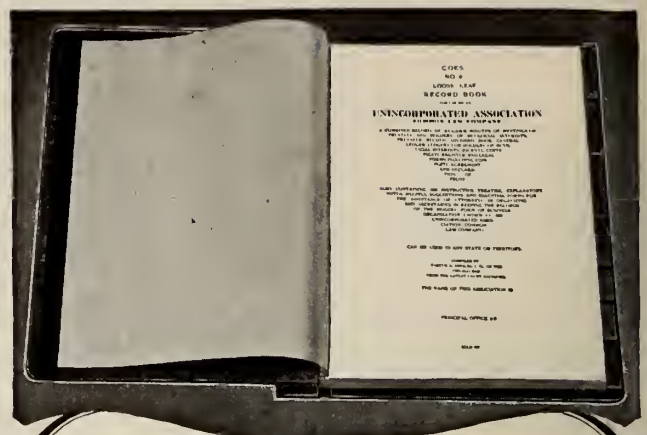

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Common Law

Record Book

No. 8

(Compiled by a member of the Chicago Bar)

A text-book and a reference-book containing an instructive treatise and many helpful suggestions and forms essential during the organization, and, later, in keeping the records of an Unincorporated Association (Common-Law Trust). Forms similar to those contained in The Goes Corporation Record Books, but made to fit the needs of a Common-Law Trust, are provided.

Just Published *Write for descriptive matter*

The Goes Printers' Helps

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Carried in Stock in 19 x 24 — 100 and 120

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The Men Who Buy Printing Machinery and Publishers' Supplies Know Your Line
IF IT IS ADVERTISED IN
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To get buinesss you must go after it. Others do it—why not YOU?

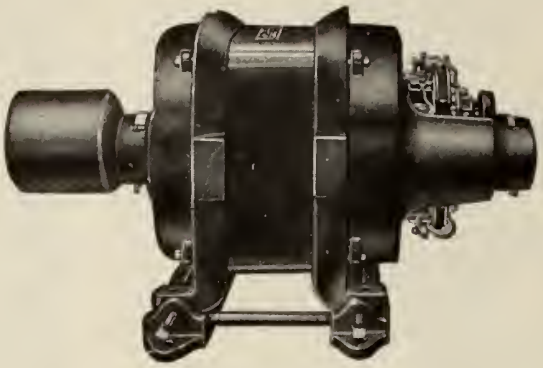
Call Main 160

The National Photo-Engraving Co.

ARTISTS, DESIGNERS, PHOTO-ENGRAVERS.

411 ST. JAMES ST. MONTREAL.

Kimble Motors Never Strike



They stay on the job all the time.

Twelve years' continuous service is not at all uncommon.

They offer higher effective speeds, lower effective speeds, and a remarkably flexible speed control.

They enable the feeder to fit the speed to the job, saving much spoilage and giving a larger daily output because it is natural for every feeder to run every job at the highest speed suited to that kind of work.

Job Press Motors
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all print shop machinery

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GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, Canada, for all points east of Port Arthur and Fort William.

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127 Peter Street, TORONTO, CANADA
MADE IN CANADA

Most Economical Tool for the Composing Room

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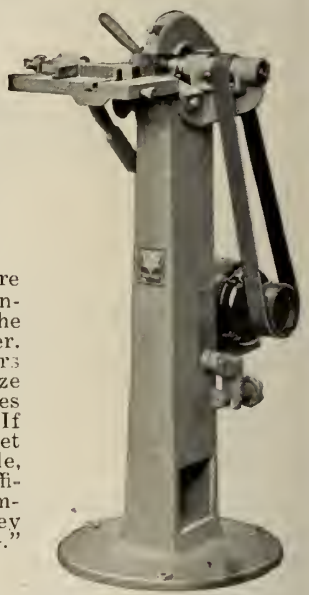

"Our saw problems are at an end," says an enthusiastic user of the C & G Trimmiter. "Progressive printers will surely recognize the many advantages the saw possesses. If they are in the market for the most versatile, most flexible, most efficient and accurate composing room saw they will choose the C & G."

You need this cost-cutter. It's moderately priced. Investigate!

Machine on demonstration at

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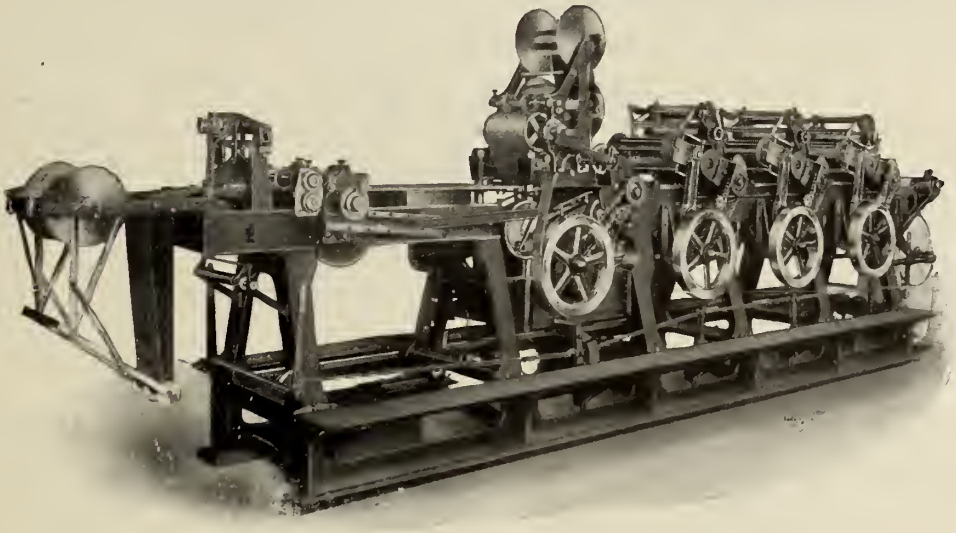
MULTI-
NEW ERA PRESS
PROCESS

Speed Counts in Multi-Color



The stock is fed in a horizontal straight line from a tension bracket through the various printing heads, etc.

THE NEW ERA

is Speedy!

With this press you can make bigger profits for yourself—especially on those odd, short run color jobs which are so hard to figure.

The new Era Multi-Color Printing and Perfecting Press is the only press on the market which prints in as many colors as desired on both sides of the paper and at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, or rewinds, and piles *at one operation with only one operator*—and maintains a speed of 4,000 to 7,500 impressions per hour, depending upon the character of the work.

This press is constructed on the bed and platen principle and requires no curved plates. It will take any roll stock strong enough to be pulled through the press. Saves Operators—saves floor space. Write for particulars to-day.

NEW ERA MANUFACTURING CO., Inc.

Office and Plant:

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"Endurance" Printers' Rollers

and

INKS

for anything that can be printed

Order from our Nearest Branch

THE AULT & WIBORG COMPANY
OF CANADA, LIMITED

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Do You Want Specific Information?

Let Us Keep You Posted

We are expert readers of newspapers and can collect for you

PRESS CLIPPINGS

on any subject, and from any territory in Canada or United States.

CANADIAN PRESS CLIPPING SERVICE
143-A UNIVERSITY AVENUE, TORONTO

BLOTTER ADVERTISING

One of the most productive mediums of Advertising, and one of the *most inexpensive* means of keeping your name prominently before those you are most desirous of interesting—is the distribution of Printed Blotters.

Ordinary advertising matter usually finds its way to the waste paper basket, but the blotter, on account of its usefulness, is retained for use.

"IVORY"
ENAMELLED BLOTTING

IS THE BLOTTING PAPER
"DE LUXE" FOR ADVERTISING.

¶ Your letters, invoices, statements, etc., can carry an advertising Blotter at no extra expense for postage.

Suppose you distribute a few thousand Blotters and watch results—you will be agreeably surprised.

We carry large stocks in a pleasing variety of colors.

Samples and quotations furnished on request.

WILSON-MUNROE COMPANY, LIMITED

TORONTO, ONT.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

ANTIQUE COVER

(CRASH FINISH)

In all the popular colors : White, Scarlet, Dark Green, Light Green, Dark Brown, Light Brown, Blue, Golden Rod, Tan, Buff, Steel Grey, Light Green, and India.

Made in Canada by

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PRICE

5 to 25 lb. lots	.....	90c
50 " "	.....	85c
100 " "	.....	80c

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possesses a brilliant tone and real pre-war strength. It is **fast** to **light, water, alkali** and **acid.** It will work like a charm on all kinds of paper and will run all day on your presses without a wash-up.

PRICE

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50 " "	.....	2.75
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for ledger, policy or bond paper, this is the best black. It dries **rapidly, densely,** and with a **gloss finish** on the paper, but will not dry on the press.

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Machine No.	Size of Sheet	Size of Type Matter
000000	46″ x 66″	44″ x 64″
0000	42″ x 61″	40″ x 58″
00	42″ x 55″	40″ x 52″
1	36″ x 52″	34½″ x 49″
3	32″ x 45″	30″ x 42″
4	26″ x 39½″	24″ x 27″

THE CENTURETTE. This two-revolution press is built to run at rate of 3,000 impressions per hour. It is solidly built, simple, and effective in design with few working parts. One size only to take sheet 24″ x 37″.

J&M OFFSET. The printed sheets are always delivered face up on the table clear of the machine at a convenient height for examination. Perfect inking, damping and manipulation of the plate is facilitated. Built in three sizes, as folows:—

Machine No.	Size of Sheet	Size of Design
No. 1	37½″ x 52″	37″ x 52″
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No. 1	44″ x 64″	43″ x 63″
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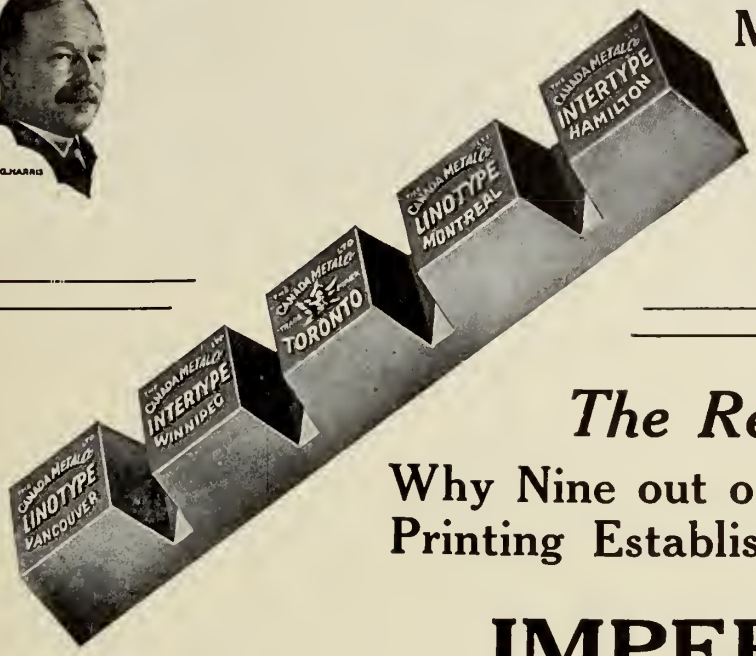

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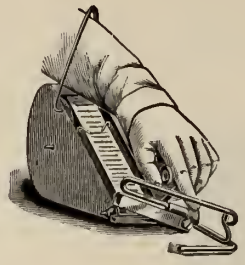

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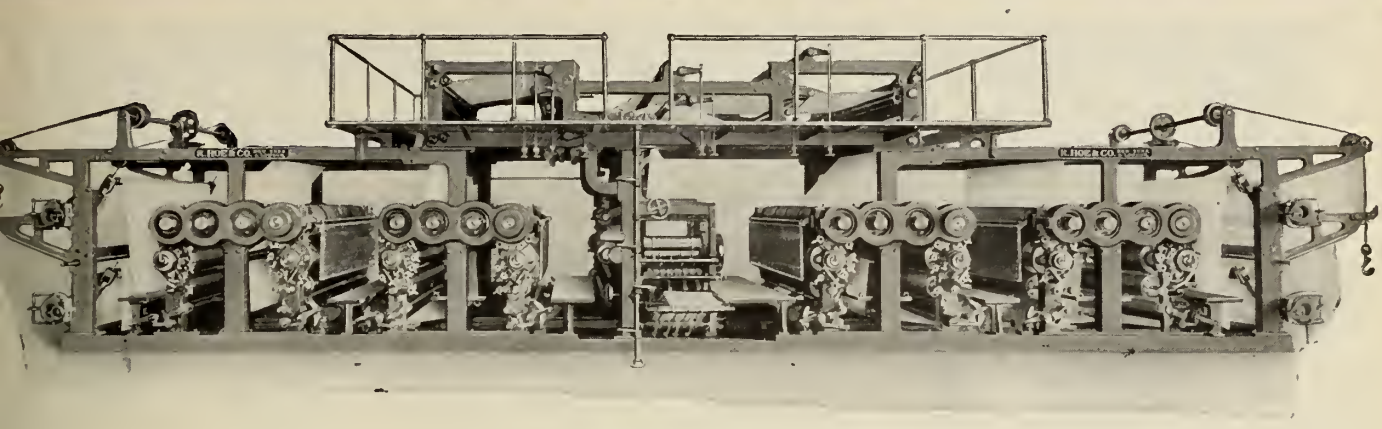

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Philadelphia Bulletin	1 Octuple	Binghamton Press	1 Octuple
Toronto Telegram	2 Decuples	Bronx Home News	1 Octuple
Atlanta Journal	1 Decuple	Seattle Times	1 Octuple
New York Sun-Herald	8 Octuples	Los Angeles Times-Mirror	1 Octuple
New York Telegram	2 Octuples	Toronto Globe	1 Octuple
Philadelphia Public Ledger	5 Octuples	Boston Globe	1 Sextuple
New York Times	3 Octuples	Indianapolis Star	1 Sextuple
Pittsburg Post	3 Octuples	Rochester Democrat & Chronicle	1 Sextuple
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Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Westman & Baker Limited, Toronto.

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(See also CUTTING MACHINES)

Berry Machine Co., St. Louis, Mo.
Christensen Machine Co., Racine, Wis.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Kallstrom, J., New York City.
Liberty Folder Co., Sydney, Ohio.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Luckett Loose Co., Toronto.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
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Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

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Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Publishers' Protective Association, Toronto.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.
Hoyt Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Automatic Ptg. Devices Co., San Francisco, Cal.
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

ENGRAVERS
National Photo Engraving Co, Montreal.
Reliance Eng. Co., Toronto.

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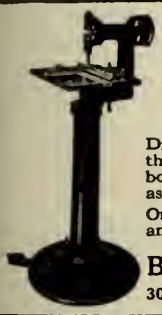

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Manton Bros., Toronto, Ont.
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Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
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Stephenson, Blake & Co., Toronto.
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MOTORS AND TRANSMISSION
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Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
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Esleeck Mfg. Co., Turner's Falls, Mass.
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Cromwell Paper Co., The, Chicago, U.S.A.

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Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
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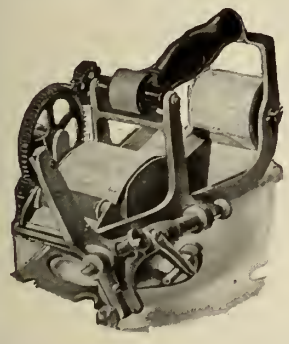

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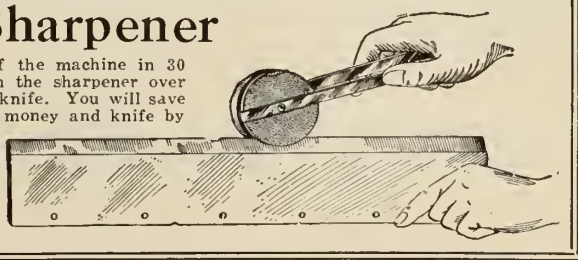

J. KALLSTROM, 1367-9 Broadway, New York City

P.S.—Start to save your time, knife and money to-day. Order sent out same day as received.

"Merit never goes unrewarded"

THIS wise old saw is proven once more by the fact that three of the five Toronto dailies have recently commenced using "HOYT" Type Metals. Another tribute to unexcelled Hoyt quality.

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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"for better printing"

Bond and Policy Black

at $1.00 per lb.

Particularly Made with Particular Care for hard-finished Bond and Ledger paper.

CANADA PRINTING INK CO.

LIMITED

15 Duncan Street, Toronto

Say you saw it in PRINTER AND PUBLISHER.

The Craftsman and the Machine

THE craftsman in the past was wholly dependent on the labor of his hands to create what his mind conceived. Today, the development of modern machinery has freed him from this handicap. His trained mind and skilful hands guide and direct; the machine does the work.

The Linotype is typical of this method of production. The lightest touch on the keyboard signifies the operator's intention and sets in motion the power-driven mechanism which releases the matrix, composes, justifies and casts the line, and returns the matrices to their proper channels.

Working with the mechanical aid of the Linotype and the resources of Linotype Typography, the modern craftsman secures the quality of hand-workmanship with the economy of the machine.

Canadian Linotype Limited

68 Temperance Street, Toronto, Ontario

721. 2A

August
ISSUE

Volume 30, Number 8

Toronto, Canada, 1921

THE CANADIAN PRINTER & PUBLISHER

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Snappy Color Work

Snappy color work with every tone sharp and clear! This is the kind of booklet printing that gets results. This is the kind you obtain on ART PHOTO BOOK. This highest-grade book paper will not curl nor stretch and is therefore, especially suitable for color printing. ART PHOTO BOOK gives you strength, body, good finish and good color ---all at a moderate price.

MADE IN CANADA

The strong wearing qualities of ART PHOTO BOOK combined with its ability to print the finest half tones makes it the most economical S. C. paper you can possibly buy to-day.

TRADE MARK

It's an Art Paper and an Economy Paper in one. Get samples to-day. Write for literature regarding this paper. Stocked in all regular sizes and weights. Prompt Shipments.

CANADA PAPER CO. LIMITED

MONTREAL TORONTO WINDSOR MILLS, P. Q.

Art Photo Book

WESTERN DISTRIBUTORS - BARKWELL PAPER CO., WINNIPEG

DOMINION

Printing and Lithographing

INKS

Striving Ever to Make Them Better Has Made Them the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

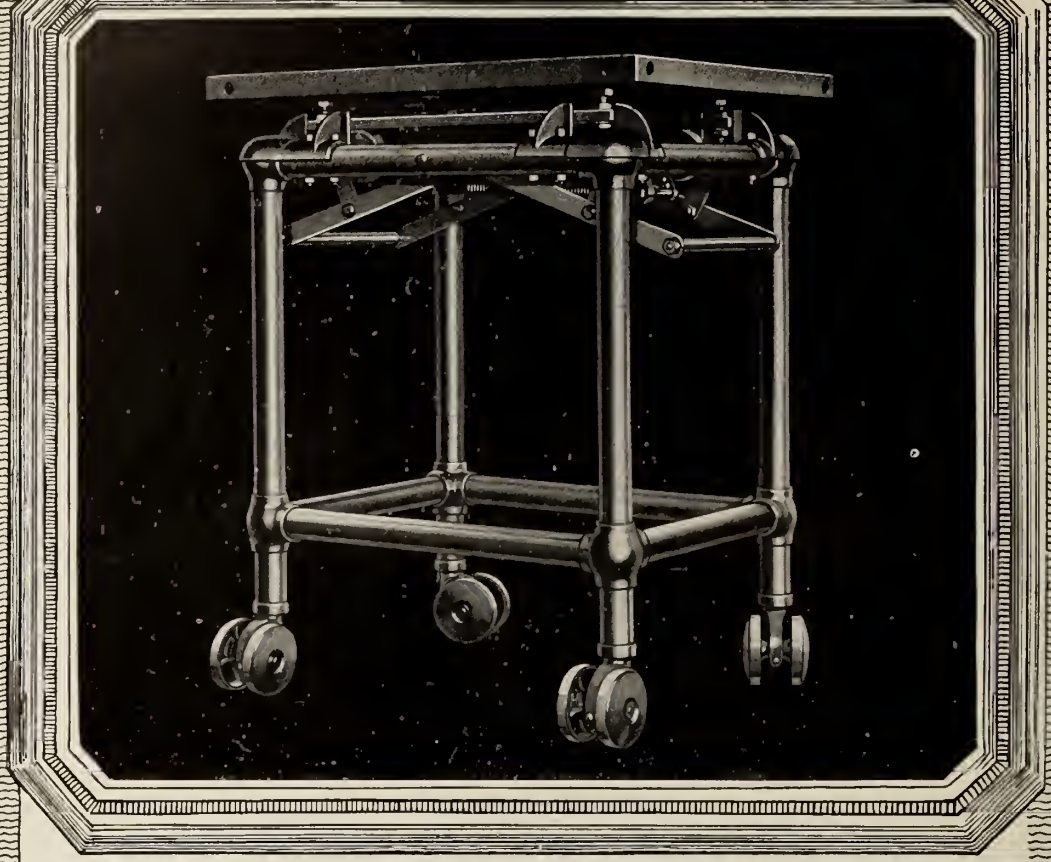
128-130 Pears Avenue, Toronto, Canada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

STEEL GOODS
HAMILTON
WOOD GOODS



FOR NEWSPAPERS

THE illustration hereon is our Number 808 Adjustable Rolling Transfer Truck, designed to facilitate the transfer of pages from Make-Up to steam tables in newspaper plants. Its action is always positive and in operation it is almost automatic. Adjusts instantly to the desired height. Endorsed by the New York Sun, New York Times, Philadelphia Ledger, and many others.

No modern newspaper plant is complete without this truck.
Write for details.

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 75 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Federal Paper Co., Montreal, Que.

MANUFACTURED EXCLUSIVELY BY

The Cromwell Paper Co.

Mill and Main Office

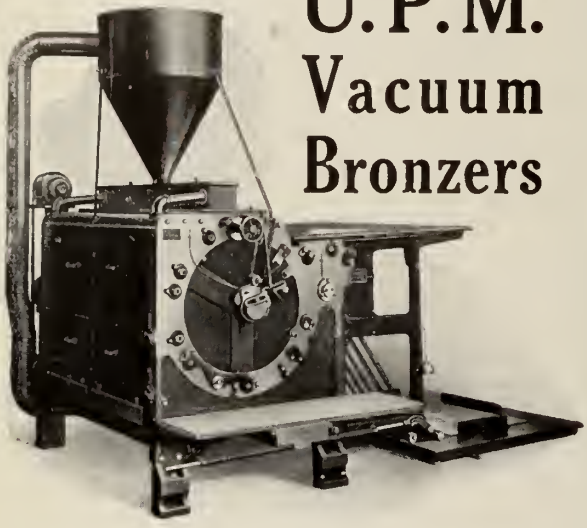
Jasper Place **Department P.P. Chicago, U.S.A.**

United Printing Machinery Company

22 Houses

that use a total of **109**

U.P.M. Vacuum Bronzers



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RE-ORDERS TELL

The ONLY Known Means

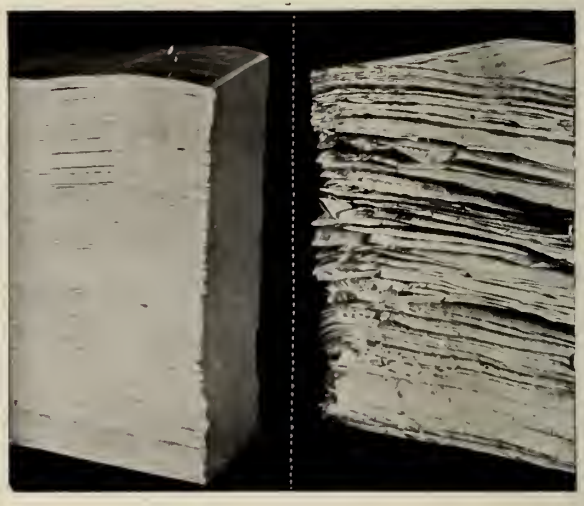
of entirely eliminating static electricity is

THE

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this instead of like this



Send for copy of "Facts"

UNITED PRINTING MACHINERY COMPANY

38 PARK ROW NEW YORK | 604 FISHER BUILDING CHICAGO | 83 BROAD STREET BOSTON

MONOTYPE PLATE-GOTHICS

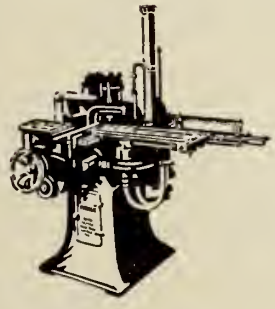
MEAN A NEW DEPARTURE IN MACHINE COMPOSITION

THE KEYBOARD SETS ALL SIZES AND COMBINATIONS ON THE SAME ARRANGEMENT—FOUR SIZES AT A TIME.

NINE SERIES—NINETY-SIX DIFFERENT SIZES—OF PLATE GOTHICS ARE NOW AVAILABLE ON THE MONOTYPE—COMPOSITION AND DISPLAY. OTHERS IN PREPARATION. THE MONOTYPE COMPOSES FOUR SIZES IN ONE OPERATION. THE CHANGE FROM ONE SERIES TO ANOTHER IN COMPOSITION TAKES ONLY A MOMENT. THE ELASTICITY OF THESE COMBINATIONS ALLOWS THE MACHINE TO HANDLE THE GREATER PART OF WORK WHICH PREVIOUSLY COULD BE SET BY HAND ONLY. JOB WORK ON THE MONOTYPE MEANS HAND-SET VERSATILITY WITH MACHINE-SET ACCURACY AND COST.

COMMERCIAL PRINTING

IN WHICH PLATE GOTHICS ARE SO FREQUENTLY USED DEMANDS PERFECT TYPE



THE COMPOSING MACHINE CASTS FOUR SIZES FROM ONE MATRIX CASE. CHANGING TO ANOTHER SERIES REQUIRES ONLY A MINUTE OR TWO.

A CONSIDERABLE PART OF PLATE GOTHIC COMPOSITION IS PRINTED ON BOND AND EDGER PAPER WHICH NECESSITATES NEW AND DURABLE TYPE TO STAND THE EXCESSIVE WEAR. MONOTYPE PLATE GOTHICS ARE DESIGNED FOR THIS CLASS OF PRINTING. NEW AND PERFECT TYPE INSURES THE LONG RUN. THERE'S NO LOST TIME ON THE PRESS CHANGING BAD LETTERS. THE ACCURACY OF THE MACHINE-SET JOB MAKES CLOSE REGISTER WORK ON RULED FORMS EASY. PUT YOUR JOB WORK ON THE MONOTYPE.

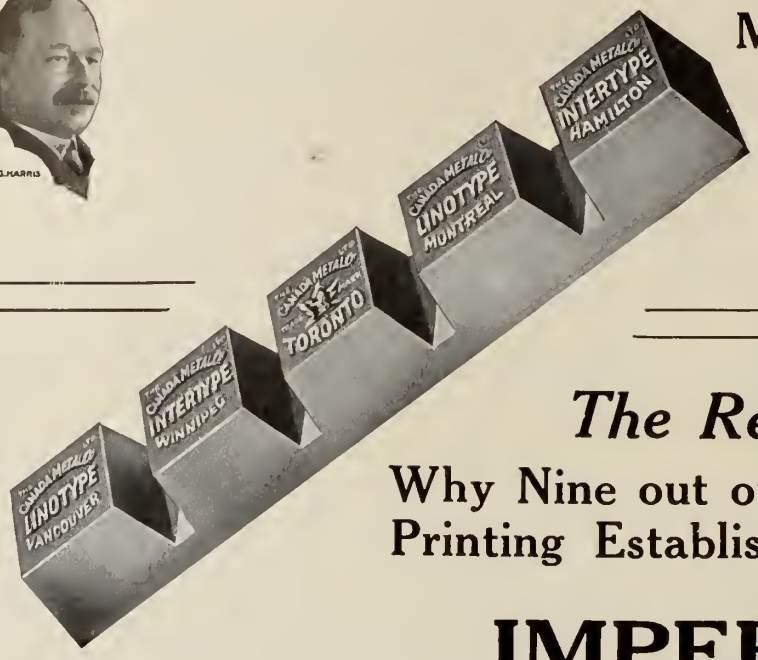
LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

335 This advertisement is set in Monotype Series Nos. 342J, 343J and 168 and Monotype Rules

TYPE
METAL
SUPREME



The Reason-

Why Nine out of Every Ten Printing Establishments Use

IMPERIAL TYPE METAL

IMPERIAL LINOTYPE

IMPERIAL INTERTYPE

IMPERIAL MONOTYPE

IMPERIAL STEREOTYPE

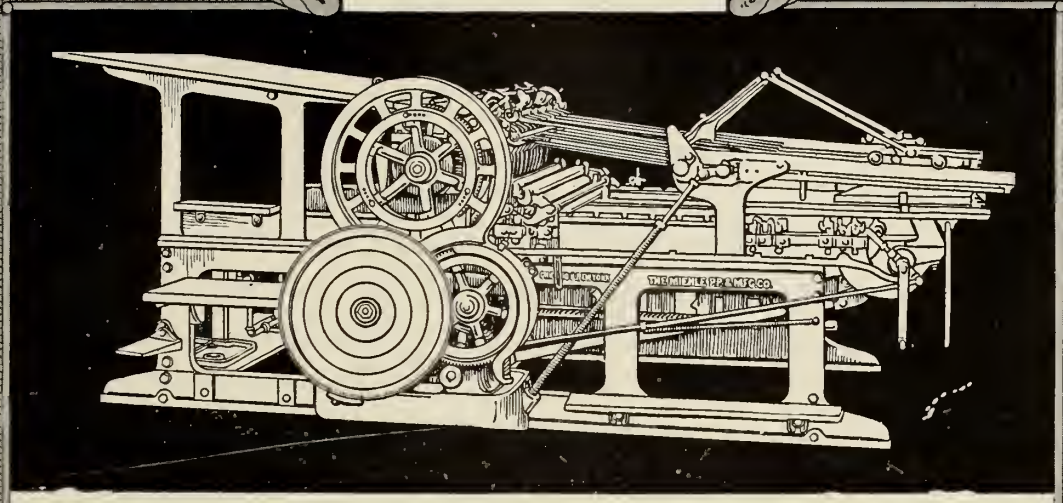
The days of careless buying are over. To-day a manufacturer must be convinced by comparative tests that the article he buys is absolutely the best. In other words he assumes the "I'm from Missouri" attitude which applies as much to Type Metals as anything.

Yet this attitude is the best possible boost for Imperial Type Metals, for in the face of closer buying than ever before the largest newspapers from coast to coast are consistently using these famous metals. And they use them because they have found, by actual tests, that Imperial Type metals give most perfect results for every printing purpose.

THE CANADA METAL CO., LTD.

TORONTO MONTREAL WINNIPEG VANCOUVER

The Miehle



COST vs. SERVICE

The cost of a piece of machinery is measured by the length of satisfactory service it renders.

Consider the longevity of the Miehle in addition to its highly efficient service.

We repeat, "You never heard of a Miehle being scrapped."

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1216 Monadnock Block — PHILADELPHIA, PA., Stephen Girard Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2340 Woolworth Bldg. — DALLAS, TEX., 611 Deere Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Wilson-Munroe Co., LIMITED
TORONTO

CONSUMERS BOND

WATERMARKED

One of the oldest of the popular-priced Sulphite Bonds on the market,

It has proven itself to be the Bond for the Consumer.

Carried in WHITE and NINE distinct and pleasing tints

All standard sizes and weights on hand at all times

An Ideal Paper for Circular Letters, Office Forms, etc, and where distinctive tints are desired by the various departments or branches to facilitate quick identification of the different forms

Samples furnished on request

WHOLESALE PAPER DEALERS

PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

INDIAN BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO
Sold through all Prominent Jobbers

PUBLISHERS

Our Britannia Superior Matrix, Red and White Blottings along with our English Stereo Tissue have been used by the largest Papers for years.

Have you trouble with your Mailing Papers? We can fill your requirements either in Rolls or Sheets.

BOOKBINDERS

Why use an imported Millboard when a genuine solid Board is being made in Canada at a lower price—also a Pasted Board.

Beveridge Supply Co. Ltd.
628-630 St. Paul St. W.
MONTREAL, P. Q.

COMBINATION

of the most carefully selected colors and varnishes made in our own factories from thoroughly tested raw materials, has made it possible for us to produce

JOB INKS

of superior value, at most attractive prices.

HUBER'S VANITY RED No. 21372

This Bright Red, of the most beautiful carmine shade, has surpassing covering qualities. It is brilliant, permanent, hard-drying, very fast to Light, Water, Paste, Alkali, and Acid. It is threfore an excellent **job red** as well as the most ideal **label red.** It will set and print well on cylinder and job presses, on solid and halftone, and will not dry on press while running.

PRICE

5 to 25 lb. lots	$2.85	per lb.
50 lb. lots	2.75	" "
100 lb. lots	2.65	" "

HUBER'S BRUNSWICK BLACK No. 21590

This Black looks and works like a real dollar Black. It has long been one of our most popular Blacks and seems to hold its own against all comers. It will work on both cylinder and job presses with equal success.

PRICE

5 to 25 lb. lots	$0.75	per lb.
50 lb. lots	0.70	" "
100 lb. lots	0.65	" "

HUBER'S GEORGIAN BRONZE BLUE H 191

This ink has a strong, deep, beautiful blue color with a remarkable bronze overtone. It is fast to Light, Water, Alkali, Acid and Alcohol. It works well, lays flat, and does not fill up. It will stand the hardest wear. It has all the qualifications of a good all-round ink which is equally suitable for high class and label printing.

PRICE

5 to 25 lb. lots	$2.00	per lb.
50 lb. lots	1.90	" "
100 lb. lots	1.80	" "

HUBER'S VERDURE GREEN H 127

A strong, straight, useful shade. Unlike most Greens, this one possesses superior working and covering qualities and unusual brilliancy. It lays closely on the paper without mottling.

PRICE

5 to 25 lb. lots	$3.00	per lb.
50 lb. lots	2.90	" "
100 lb. lots	1.75	" "

J·M·Huber

366-378 Adelaide Street West

TORONTO, CANADA

HUBER'S COLORS IN USE SINCE 1780

Wire Stitchers
Perforators
Punching
Machines

"MONITOR"
Machines

can be depended upon to do anything other machines of like capacity will do; do it better than other machines regardless of price and continue to do it for longer periods without adjustments. You are invited to inspect these remarkable machines.

Sold in Canada by

H. J. LOGAN
114 Adelaide St. W., Toronto

Manufactured by

The Latham Machinery Co.
Chicago

Corner
Cutting
Numbering
and
Embossing
Machines

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

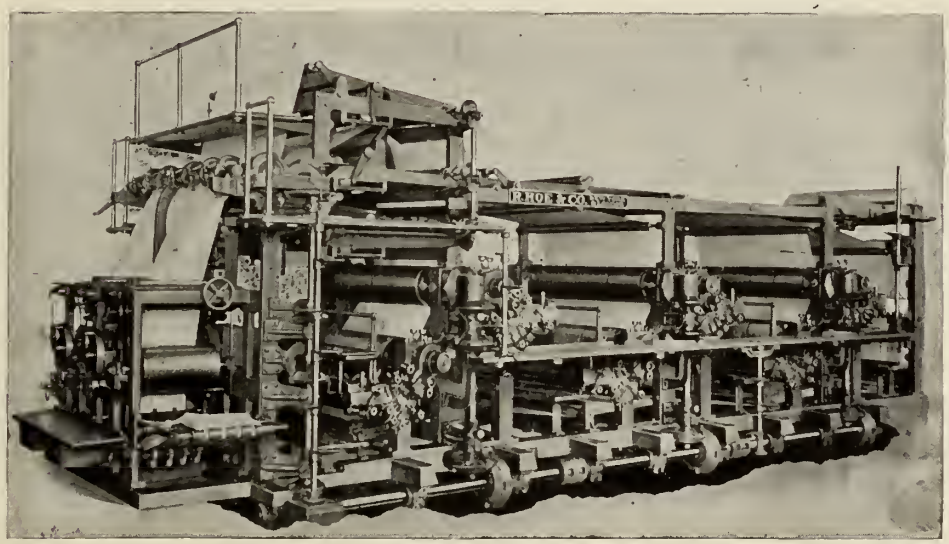
Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD ?

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

The Master Achievement
of
A Century of Endeavour



HOE TWENTIETH CENTURY SUPERSPEED SEXTUPLE PRESS

The Speediest And Most Efficient

---Newspaper Press Made---

New And Distinctive Features

Patented Ink Pumps, doing away with ink fountains and ductor rollers; Solid Steel Plate and Impression Cylinders with Roller Bearings, Independent Vertical Shaft Drive for each Unit, Extra Heavy and Rigid Construction Throughout.

R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

827 Tribune Building
CHICAGO, ILL.

109-112 Borough Road
LONDON, S.E. 1, ENG.

7 Water Street
BOSTON, MASS.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber For

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

FOR HIGH-GRADE PAPER

Non-Curling Gummed Paper

Jones Non-Curling gummed Paper is the best paper to print labels on. They will not curl or cake together. Saves you time and turns out a better job.

Specify

JONES

100 Years of Quality

Sealing Machine

Prints advertisements while it moistens tape.

Get Samples of

Cloth Lined Papers

Gummed Kraft

Fancy Paper

Label Cloth

Flint Glazed Paper

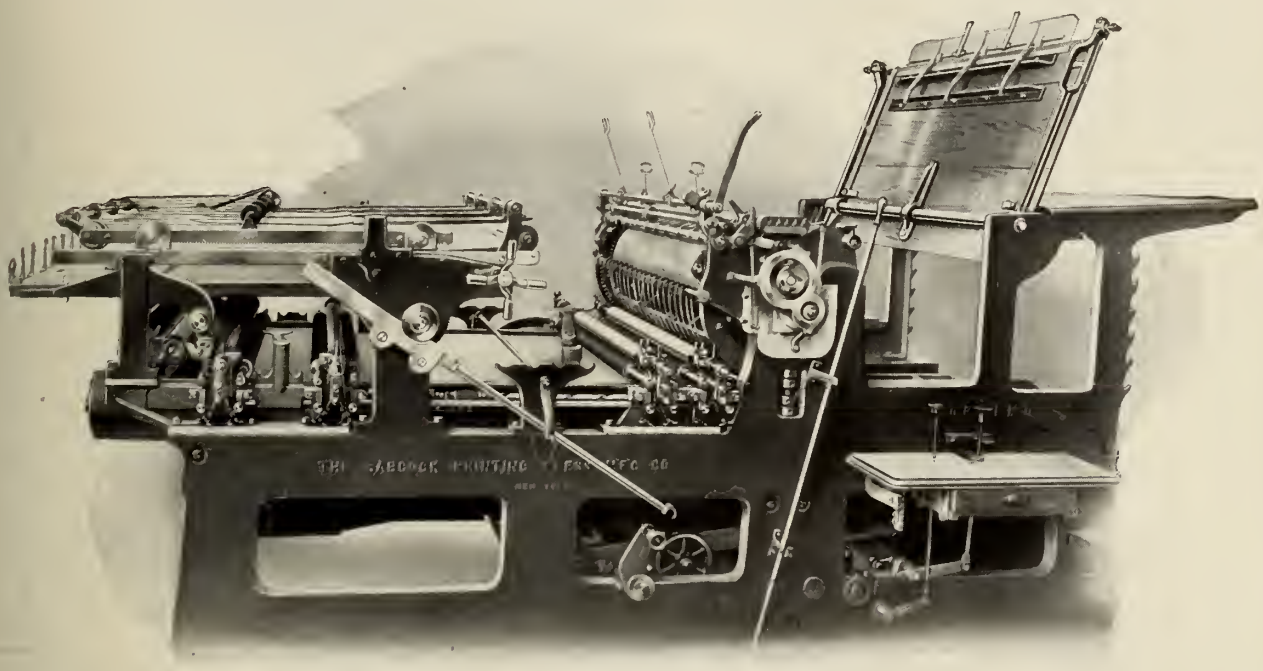
Marble Papers

BUTLER & JONES, Limited

16 PEARL STREET, TORONTO, CANADA

Agents for: Samuel Jones & Co., Limited, London, Eng.

BABCOCK



Have You Ever Looked at the Babcock Optimus From This Angle?

WHEN the modern manufacturer sets out to increase the productive hours of his plant his first step is to eliminate unnecessary preparatory work.

The fact that this or that unit of his equipment may not be in constant use, does not cause him to neglect that particular unit in the general clean-up.

The modern printer, as a manufacturer, cannot afford to overlook the fact that every minute saved on adjustment is a minute given over to actual profitable production.

On a cylinder press capable of producing 1,500 marketable impressions per hour, *each minute* wasted by inconvenient or unnecessary moves, *means a loss of 25 impressions.*

A careful consideration of the remedy for these losses resulted in the "Universal Equipment" on OPTIMUS presses.

Note, in the above illustration, the convenience of "getting at" the OPTIMUS cylinder for make-ready;

another BABCOCK time saver

Our Best Advertisements Are Not Printed,—THEY PRINT!

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada Toronto, (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents London, Eng. GORDON & GOTCH, General Agents for Australia
NATIONAL PAPER & TYPE COMPANY General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HANSEN & SKOTVEDT, General Agents for Norway. KARL M. GRONBERG, Agent for Sweden. F. L. BIE, Agent for Denmark

LEDGER PAPERS

Royal Record	White and Azure
Bellfast	White, Azure and Buff
Welmade	White Only
Progress	White and Buff

We have the above lines in a complete range of sizes.

FRED W. HALLS PAPER COMPANY, LIMITED
257 ADELAIDE STREET WEST, TORONTO, ONTARIO

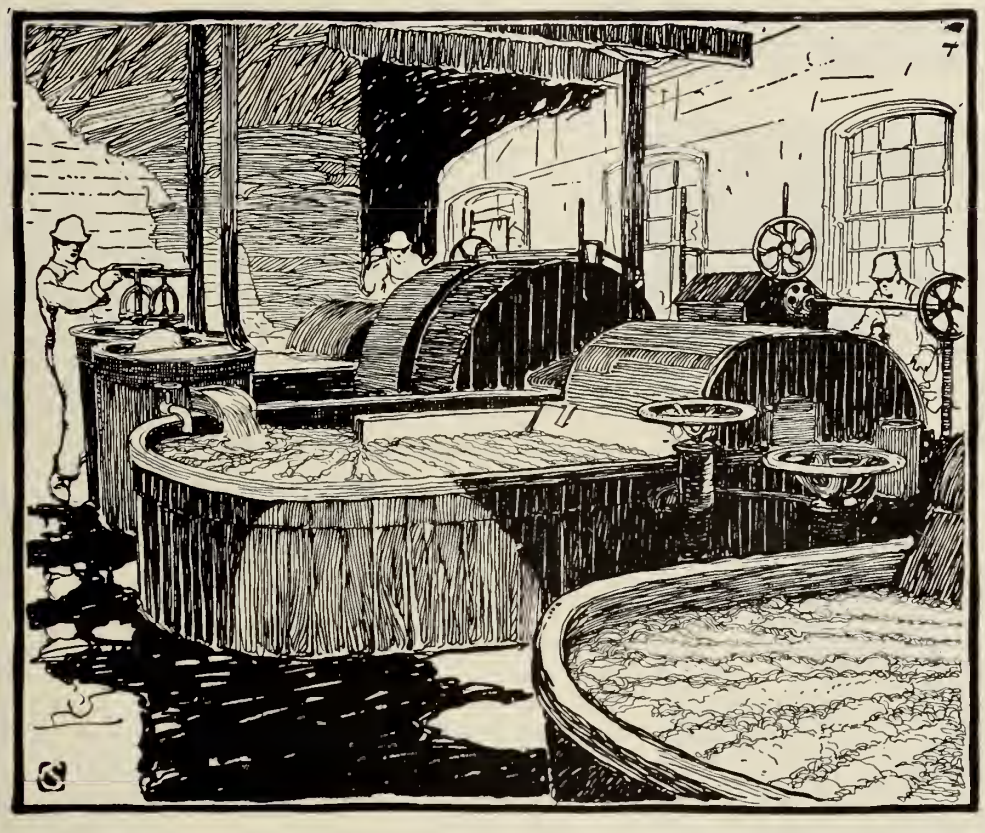
LOOSE LEAF METALS

SECTIONAL POST METALS WITH OR WITHOUT METAL HINGES, LEDGER METALS, TOPLOCK METALS, AUTO SLOT METALS, INDEX TABS, GUMMED SHIELDS, GOTHIC TABS, CHICAGO SCREWS, MILLBOARD, Etc.

Binders Made For The Trade

W. V. Dawson, Limited
MONTREAL

TORONTO OTTAWA QUEBEC



The Mixture Circulating around in the "Beaters". No. 5 of a Series

"From Rags to Writing Paper"

THE "BEATERS"—The rag pulp is put in the "Beaters" and the formula consisting of dyes, resin, size and other chemicals, with a large amount of water, is then added. The beating process thoroughly mixes these ingredients, reduces and refines the rag fibres.

Write for Brochure of Manufacturing Illustrations —"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company Limited

Makers since 1882 of Superfine Linen Record and other High Grade Papers

MONTREAL **MILLS at St. Jerome, P. Q. and Mont Rolland, P. Q.**

Do You Use a Shotgun or a Rifle?

If you casually look at the first page of an Audit Bureau Report, jot down the "Net-Paid Circulation" and let it go at that, you are going after bear with shotgun ammunition.

If you study the reports carefully, look into the kind and character of circulation, see what the publisher has to say and how the auditor's figures check up, then buy your white space, you'll get the kind of game you go after.

The A. B. C. hands you the ammunition—in the shape of audited data on circulation, where that circulation goes, what is paid for it and data indicating what the readers think of it.

This information is authentic and comprehensive and its range covers every community in the United States and the Dominion of Canada.

If you take the Publisher's Statement, the Auditor's Reports and a copy of the publication and form your own estimate of merchandising conditions in any particular locality, you are using A. B. C. ammunition intelligently.

"Sight" your market accurately thrcughpagestwo, three and fcur of Audit Bureau Circulatien Reports.

Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, AUGUST, 1921 Number 8

Should The Executive Be a Union Member?

An Important Point That Is Under Discussion at Present

SHOULD the foreman, or the superintendent, or the leading shop executives, be members of a labor union or any kindred organization composed wholly of employees, and to which the employers are not admitted?

The above is not a new question in any sense of the word, but it has come up very prominently in discussions that are taking place in various parts of the country. It may be that the recent strike in printing circles, and the fact that foremen and superintendents were pulled out along with the rest of the men has brought the matter to the front more prominently, as employers found on the first day of June their men had been a unit in leaving, and this has probably lead them to consider whether, under conditions such as have existed in the past, they ever had a real representative of the firm in the mechanical department.

One of the leading daily newspaper publishers of the Dominion, in discussing this matter with Printer & Publisher some months ago, stated that he had often felt that he had no representative in the shop. He contended then, and this was some time before the strike, that the men had their organization to look after interests, and each shop had its chairman of the chapel. He failed to see why they should ask that his foreman should hold a card at all. "As things go around here," was his statement, "I believe the chairman of the chapel has more authority in the office than the man whom I have appointed to be the foreman. When it comes to a showdown I always feel that my interests are not represented in the mechanical department."

Opinion Gathered in United States

Recently The American Printer, New York, gathered the opinions of a number of employers in the United States and the matter was discussed at some length. Below we are giving, for the benefit of Canadian readers, some of the opinions referred to.

The employers are in the position of the famous six hundred—theirs not to reason why, theirs but to do or die. The unions write the shop commandments, it is for the employer to obey them.

Many a strike has been called within the past few months for the reason that local unions claimed that something had been written in their international law that was not debatable or arbitrative between employer and employee; the employer had either to sign or have a strike.

About a year ago the International Joint Conference Council adopted a resolution urging changes in printing shop rules and international union representatives agreed to discuss the matter.

Many printing offices are at present throwing off the control of the unions and those remaining under union control are demanding less irksome regulations. There are many shop rules that irritate and anger the proprietor of a closed union shop and if the unions were wise they would do everything in their power to eliminate obnoxious regulations.

The Foreman Must Stay In

Some unions provide for the dropping of members who become executives, but in the printing industry the foreman must continue his membership in the union. In order to ascertain what the present feeling is on this regulation we addressed a letter to several employing printers and to the head of one of the international unions. The questions were:

(1) Is it a good thing for the employer to have his foremen members of a union?

(2) Is it a good thing for the foreman?

(3) Is it a good thing for the unions?

(4) As the employer's representative, would it not be better if the foreman were free to serve the shop's interests, unfettered by union oaths and obligations?

(5) Is it fair to the employer for the unions to be represented in his shop not only by chapel chairmen but by union-controlled printshop executives?

(6) Wouldn't the foreman be a better executive if he were free of the fear of union power?

(7) What could be done to free closed shops of this rule requiring foremen to take the union oath and pay the union dues and assessments?

(8) Other views you may wish to express.

What a Cleveland Official Says

From G. H. Gardner, president the Gardner Printing Company, Cleveland, Ohio:

It might interest you to know that at the meeting of the International Joint Conference Council in Montreal, a committee was appointed consisting of Arthur Morgan, of Cincinnati, and Max Rosette, of New York City, representing the employers, and George L. Berry, president of the International Printing Pressmen's Unions, and Mr. Barrett, vice-president of the International Typographical Union representing the employees, this committee to take up the question of changes in the operation of printing shops, with a view towards doing away with unnecessary men and unnecessary rules—the idea being that there are a great many rules and regulations passed down from the various unions, covering special operations, which make for increased cost and do no one any good. They expect to carry out the old fallacy of the more rules and restrictions there are, the more men to be employed.

The committee was appointed as a result of a motion which I made and which was seconded by one of the employees' representatives.

Now, in reply to your questions, I should say an emphatic "No" to question No. 1, and also "No" to your question No. 2. In reply to your question No. 3, of course the unions insist upon their foremen being members of the

union, because through this method they hope to keep control of the men working in the shops. In reply to No. 4, there is no question in my mind but that the foreman should be representing the employer and have no connection whatever with the unions. The foreman cannot serve two masters, and the wishes of the employer and the wishes of the unions conflict. As a matter of fact, we have had considerable evidence in the past two weeks, while this strike has been going on, that ninety per cent of the foremen are loyal to their employers, and many of them are willing to tear up their union cards just as soon as their employers state they are going to run open shops.

In reply to your question No. 5, I should say that it is entirely unfair for the employers to have the unions represented in the shops not only by chapel chairmen but by union foremen as well. In reply to question No. 6, I think that the foreman would be a very much better executive if he were free entirely of the influence of the unions.

As to question No. 7, the only thing I can suggest is that the unions change the rules of their organization, so that the foremen are not required to be members of the unions. As to question No. 8, I beg to say that there are many rules, particularly in the press room, which are ridiculous, and which cause a higher cost in employing union help. For instance, the open shops do not require as many pressmen as the union shops do; the open shops can install automatic feeders and are not required to have men feeders in addition, as is the rule in the closed shops.

From President of the Typothetae

Reply from Wm. John Eynon, president United Typothetae of America:

(1) I think that it is manifestly unfair that foremen should be members of the union; foremen are responsible to the proprietor for the efficient operation of the departments of which they have charge, and therefore the foreman should not owe allegiance to a union; the foreman's allegiance should be to the proprietor.

(2) No.

(3) No.

(4) It would be much better for the foreman to be in a position free to serve the establishment's best interest.

(5) It is manifestly unfair to the employers. As stated in my answer to question one, the foreman's allegiance should be to the proprietor.

(6) Undoubtedly the foreman would be a better executive if he were free of the fear of union power.

I have always felt very keenly that the unions have for years made the mistake of insisting that the foremen should be members of the unions; this is one of the reasons why so many shops are operated as open shops. The union leaders should view this important question from the standpoint of that which is best for the industry; they should realize that the position which they have maintained is a mistaken one, and that they should correct it.

The Connecting Executive

From E. E. Brodie, president National Editorial Association, Oregon City, Ore.:

I have consistently refused, in more than twenty years of the publishing business, to operate a closed shop, and I do not have that problem to face individually.

It appears to me, however, that even in a closed shop the foreman is the real connecting executive between the employer and the employee, and it is not just to the employer or to his foreman to be hampered by a condition that might blind him to the interest of the man who pays his salary.

It is better for the foreman to be a free agent, though it would be manifestly unfair to the employees in closed shops to have a foreman who is antagonistic to the closed shop principle. It does not follow, however, that such antagonism would necessarily be present in the mind of the foreman who would not be a member of the union.

The foreman would certainly be a better executive if he were free to act for the interest of the establishment where he is employed, and my suggestion would be that those concerns who prefer to operate as closed shops, or who believe they are obligated to operate as closed shops must necessarily be dominated and controlled to a considerable extent by the labor union idea all along the line.

Another Employer's Viewpoint

From F. M. Vawater, chairman Employing Printers of America:

(1) Is it a good thing for the employer to have his foremen members of the union? Read the following:

". . . that my fidelity to the union and my duty to the members thereof shall in no sense be interfered with by any allegiance that I may now or hereafter owe to any other organization, social, political, or religious, secret or otherwise . . . . "

The quotation just given is said to be a part of the oath that a compositor takes when he becomes a member of the Typographical Union. Do you think, Mr. Employer, that you have any right to expect that you will get undivided, conscientious and loyal service from a foreman who has taken an oath to place his unionism before his God and his country? What does such an oath mean? It can have but one definition: If there is a question between my conscience and my union, I will stand by the union. If there arises a matter of loyalty to my country or to my union, I will stand by my union; in my duties as a foreman, if called upon to give a decision as between my employer and the union, right or wrong, it will favor the union.

No, Mr. Employer, you cannot get the service you have a right to expect from a foreman who is obligated to give his first and last allegiance to an organization that has no interest in you.

(2) Is it a good thing for the foreman?

A union man occupying the position of foreman, if he possesses a conscience and has a real desire to be faithful to the trust placed in his hands, must frequently be placed between "the devil and the deep blue sea."

hold to the one and despise the other." This saying, by he will hate the one and love the other, or else he will hold to the one and despise the other." This saying, made the Man of all men, has stood the test for more than two thousand years; it has never been successfully disproven. It stands today.

(3) Is it a good thing for the unions?

If by "good thing" is meant the power to control everything in a department or a plant; if that "good thing" is the establishment of an autocracy founded upon rule or ruin—then control of the foremen is a "good thing" for the union.

On the oher hand, if, as has often been said, the unions are created for the benefit of the greatest number, and while building up the morale of their organizations and the efficiency of their individual members they not only keep an eye single to the interests of their membership, but are desirous of working in peace and tranquility with employers, then it is not a "good thing" for the unions that foremen shall by oath give their first allegiance to union organizations.

No employer can view with confidence his relationships with his formen when he is conscious that these men do not represent him first, last, and all the time. Put yourself in his place and observe how the picture changes.

(4) As the employer's representative, would it not be better if the foremen were free to serve the shop's interests, unfettered by union oaths and obligations?

In the replies to the three preceding interrogations we believe we have given ample argument that foremen should be untrammeled by oaths of allegiance to organizations outside of the institution whose business has

been placed in their hands to be faithfully administered.

The foremen should be free to serve the employer with a loyalty born of freedom from outside influences, and a desire to give unimpaired service for the remuneration received. Success can be attained in no other way. The great surprise is that employers can be found that submit calmly to a divided loyalty.

(5) Is it fair to the employer for the unions to be represented in his shop not only by chapel chairmen, but by union-controlled printshop executives?

There can be no question about who is the real executive in the union printshop; the chapel chairman is the real executive. He is the representative of the power behind the throne. He is the man that lays the law down before the foreman. How can the best be expected of the executive hampered by an authority from without the organization, ever standing over him, ready to question every act, and to enforce its decrees by fines or expulsion or both? It is an impossible situation. How long are the employers going to submit?

(6) Wouldn't the foreman be a better executive if he were free from the fear of union power?

Can any other situation inspire the best that an executive has to give? Is it possible for a man to do his best when haunted by fear? Freedom of action inspires confidence, develops capabilities and makes a man sure of himself. It is not much of a man that is willing to continue to live in an atmosphere of fear. The foremen should be free to handle his department for the best interests of all without fear or favor. Give him a free hand.

(7) What can be done to free closed shops of this rule requiring foremen to take the union oath and pay the union dues and assessments?

About fifteen thousand shops in the United States have settled this question for themselves, and the rest can get the same answer provided they are willing to adopt the same methods.

It is not probable that the unions are going to be peacefully persuaded to release this club which they hold over the foremen and the employer. At least so far as the writer's knowledge goes, moral suasion has never been known to induce a union to let go of anything when once it got hold of it.

Organization is the first step toward freedom from domination by outside interests. Adopt the same tactics that the unions do. Organize and work at it.

We hear on all sides that we are organized to death already. We are over-organized with our Typothetae and its Open and Closed Shop Divisions, Boards of Trade, Franklin Clubs, Employing Printers, Forty-Eight-Hour Leauge, etc., etc. Each time something new comes up, we find that we have no organization with which to meet it, and we immediately become excited and form a new organization to take care of it.

The printers of this country require two organizations, and two only, to take care of every condition that affects their business. One that looks after the educational necessities and one that handles labor questions and all that that embraces. These two organizations should be separate and distinct.

Declare for the open shop is the second step in emancipation from oppressive union rules created for the purpose of controlling your business. That may mean a fight. It usually does. But once fought out, eternal vigilance will ever keep you free. Look around you at the shops in your own town that have broken the yoke and are maintaining their freedom. The trouble with most of us is that we would rather submit to any kind of oppression than fight—we have been following the lines of least resistance for so long that we have developed a wishbone where once a backbone grew, and the unions have capitalized on that by taking our freedom away from us. Join a militant printers' organization and then fight for your freedom——you'll get it."

Says This Is Wrong Attitude

Discussing this matter with one of the employing printers of Toronto, Printer & Publisher learned that it had not been the desire of several of them to press for the open shop, had there been any other way out. "I read an interview in one of the Toronto morning papers a few weeks ago, where an official of the Stereotypers and Electrotypers Union had been expressing his opinion of the strike of the printers. He is credited with saying that 'the position in 1919 was that printing trades unions had employers at their mercy because of the shortage of labor.' I am surprised that any reputable official of any organization would give vent to such feelings. How can we expect to go ahead and get our business on a good basis, when we have our employees influenced and guided by men who regard the relation of employer and employee as that of two contending armies drawn up for battle? There has been too much of that in the past. I recall an incident now of my own days at the case. A rather hot-headed superintendent posted a notice that if any man forgot to punch the clock he would not be paid for the time. Well, one of the best compositors in the shop, a man who worked hard all the time, came in one morning and forgot the clock. At the end of the week he was short a half day's pay, and he went to the superintendent. There was nothing doing there at all, and so the man went to the chairman of the chapel, and there was a gathering of the printers right away. The foreman in the meantime went to the compositor and told him that he was willing to undertake to settle the whole matter. He knew the hours had been worked, and would take the matter up for him. Nothing doing. The upshot was that notice was served on the firm that if this man was not paid by ten the next morning a strike would be called at the office—this was the first intimation the office had that anything was wrong. Finally the office insisted that it be represented at the gathering that was going to call the strike, and the result was that through a little diplomacy and common sense there was no strike, and each party went away from that little gathering thinking better of the other. That is the thing we are not getting where the men get together behind closed doors to see what they can do to the bosses and where the bosses lock themselves in to see what can be done to look after their own interests. I am not prepared to say that we can make the industrial council idea applicable to the open shop, but we are seriously considering something of this kind."

Ottawa Bookbinders Quit Strike

The strike of the bookbinders employed in the different job printing offices of Ottawa which has been in progress for six weeks, ended on July 20, in the capitulation of the binders, who, through force of circumstances, returned to work this morning, where there were jobs for them. In many of the printing establishments, the master printers had filled the places of the old employee, after the strike was declared, with the result that a large number of the binders, while now willing to work on the bosses' terms, are out of employment. Their return to work followed a conference between the master printers and representatives of the Bookbinders' Union, and the ensuing meeting of the union. Those who have gone back to their old positions have done so on the 48-hour and $35.00 per week basis.

McConnell & Ferguson, Limited, announce the opening of their British Columbia office, with offices in the Dominion Building, 29 Hastings Street West, Vancouver. W. H. Carswell has been appointed local manager.

Many Notable Exhibits at Craftsman's Exposition

The Newest and Best Methods in the Production of Printing

(By Roscoe Smith and Staff Representatives)

CHICAGO—With the pressing of a button by President Harding at Washington, a telegraphic signal was transmitted to the Coliseum, Chicago, Saturday, July 23, and the convention of the Printing House Craftsmen and the Graphic Arts Exposition was opened officially as a double header show, marking the greatest spectacle of this kind in the history of United States.

The opening of the vast exposition was filled with thrills for the throng awaiting the President's signal from Washington, and it brought full realization to the Craftsmen who had looked forward weeks and months ahead to this great day. The main floor of the Coliseum and the galleries were crowded with expectant buyers, eager-to-learn executives and master printers from every quarter of the country. Outside of the Coliseum long, double lines of automobiles were parked, traffic impeded by the slow moving surface cars bringing visitors to the show, and although the crowds each day were record breaking, only those came who were interested in printing and the remarkable developments pictured in the show by the exhibitors.

The Exposition itself resembled a mammoth printing plant into which had been placed every modern device to assure speed and efficiency in the production of printing. If my readers will imagine this plant in its size with presses feeders, folders, type-setting machines, type-casting machines, stitchers, cutters and gatherers and stripping machines standing in rows down each aisle of the vast plant, all being operated day and night; then let us draw upon the imagination further and picture an actual paper mill, a photo-engraving plant and ink mills, patent blocks, paper, quoins. Then picture each group of machines with its corporal's guard of mechanics and officials bustling about seeking to tell every passerby the wonderful story of their mechanical device and its development—foremen, superintendents, plant owners, sitting quietly within enclosures, beaming with joy over the interest manifested in machines introduced here for the first time, startling the Craftsmen with the new scientific innovation—if you will visualize these things properly you will get a glimpse of the biggest printing show ever staged anywhere.

The Opening Ceremonies

The convention of the International Association of Printing House Craftsmen opened at ten o'clock Monday morning. The Craftsmen were greeted by Mayor Wm. Hale Thompson, who opened the gates of the city to the visiting printers. John J. Deviney, of Washington, treasurer of the International body responded for the delegates with an appropriate address. William R. Goodheart, president of the Chicago Craftsmen, called the convention to order. Perry R. Long, of Philadelphia, international president, formally opened the convention.

The session then started with the appointment of committees and the roll call of delegates.

Stephen H. Horgan, of the Sinclair & Valentine Co., New York, dean of photo-engravers, gave an instructive address "The Printing Press and Photography—A Wedding Anniversary." William John Eynon, of Washington, president of the United Typothetae of America, spoke on "Tolerance."

The International Secretary then announced the list of regularly elected delegates to the convention from every principal city in United States and Canada. Among those names presented by the secretary, Montreal had no delegate designated. From Toronto came George Smith, George Parry, A. Monroe, Samuel Hall and G. C. Lumbers.

Mayor Thompson, in addressing the delegates, said he felt particularly elated over the selection of Chicago for the convention city of the great printers' organization.

International President Perry R. Long gave the delegates a heartening address. In part President Long said: "On to Chicago, is the word we have heard from the mountain tops and from the valleys. In the east and in the west we have heard it so long and so much that we have at last taken it seriously, and here we are in Chicago today. We have come from every hamlet, town and city in our country and we have come from Canada, England, Mexico, and Japan. We have come to the greatest printing exposition ever staged in the history of the craft."

Committees Are Named

Then the committees appointed were read as follows:—

Convention Committee: L. M. Augustine, secretary International Association.

Credentials Committee: August D. Robrant, Chicago; T Doyle, Cincinnati.

Constitution and Bylaws: Harvey Weber, Buffalo, chairman; Frank Wisel, Baltimore; J. Dallis, Boston; E. J. McCarthy, Chicago; J. F. Keary, Cleveland; J. T. Monohan, Des Moines; J. J. Stryker, Detroit; H. M. Blaetz, Philadelphia; J. L. Nave, Pittsburgh; W. C. Dean, Washington; George Ortleib, St. Louis; J. G. Leibnow, Newark; G. C. Lumbers, Toronto; J. Clevenger, Cincinnati, and F. L. Eichorn, Rochester.

Officers Reports: E. W. Calkins, Boston, chairman; G. H. Lindsay, Baltimore; L M. McShane, DesMoines; Thomas Hiltzheimer, Detroit; C. B. Wadell, Grand Rapids; A. V. Kleka, Newark, and R. Laverty, Harrisburg.

Finance Committee: F. A. Williams, Boston, chairman; Wm. A. Renkel, New York; G. A. Taber, Milwaukee; J. E. Kiefer, Milwaukee; Paul Eiler, Toledo; A Monroe, Toronto; J. N. Gram, Cleveland, and W. George Myers, Milwaukee.

Resolutions Committee: Camille De Veze, New York, chairman; Joseph Winterhalt, Scranton; Grant Taylor, Toledo; Wm. Morton, St. Louis; John Mahoney, Rochester, and A. J. Hartley, Richmond.

Credentials were received from one hundred and eight delegates, representing twenty-six cities, including five from Toronto.

Wednesday was given over to the reading of reports, chief of which was that of the apprenticeship committee.

Thursday marked the selection of next year's convention city, Boston being named. Wm. R. Goodheart was elected president of the International Association of Printing House Craftsmen. His election was unanimous and was in recognition of his untiring efforts in behalf of the association. Edward W. Calkins, of Boston, was elected first vice-president to succeed John Kyle. John J. Deviny of Washington was again elected as treasurer.

The Practical Side of the Show

New mechanical processes, new methods of doing things, was the first thought suggested by the array of mechanical devices operating in response to a common impulse to show the world what science has done for the printing world. It was a comprehensive review of the modern printing industry. Today the cry is for production, and in answer to this cry has come the marvelous labor-saving machinery embodying definite standards of typographic art. There was the lesson for the law printer, the advertising typographer, the trade compositor, and the color specialists. In each field wonderful new mechanisms were produced broadening the scope of future possibilities in the printing crafts.

The Work of the Typothetae

Another story outlined in the exhibit was that of the United Typothetae of America. They group their func-

tions under four heads, educational, commercial, industrial and ethical. Charts in the booth were examined by thousands of Craftsmen who were amazed at the figures shown of results obtained in large cities where the Typothetae educational system had been tried to effect cost and profits changes.

A committee formed by the association has recommended instruction in public schools of printing, and a very comprehensive treatise has been issued to the members on the subject. Here are a few questions the Typothetae readily answers:

How many impressions per hour on a slip sheeted, half tone form, size of sheet 25 x 38 inches?

How long does it take to lock up a 64 page type form?

How long does it take to make ready a three color process, halftone form, containing 32 cuts?

What is it worth to put on 2000 gummed seals?

What is it worth to gum, on one edge, 1000 sheets, 12 inches long?

What is it worth to round corner 1000 sheets of paper, four corners?

The price to fold, gather, stitch, cover and trim 1000 pamphlets (72 pages) four sixteens and one eight, side stitched with drawn cover.

Determine how many lines in typewritten copy, if set in 10 point Caslon Old Style 20 ems wide.

How much black ink to print 1,000 sheets 25 x 38 catalogue pages with illustration matter, on S. and S. C. book.

And such is the enterprise of promoting greater printing profits in its educational work. Hardly any printer who has not now read a copy of the association's official publication—the Typothetae Bulletin.

Mexico sent its editors and exhibits to Chicago to show her northern neighbors what had been accomplished down below the Rio Grande. Mexico claims the first printing press used in the new world, the first newspaper, and the first book. Rudolfo Garduno, government printer; Santiago Gallas, largest employing printer in Mexico; Gomez Ugarte, managing editor of El Universal, the biggest daily in Mexico City, and others from Tampico, Monterey, and Guanajuato, were in the Mexican delegation. Wonderful exhibits of the printers' art were shown in the Mexican booth, finely bound, and richly colored historical illustrations abounding.

Many Sales Were Made

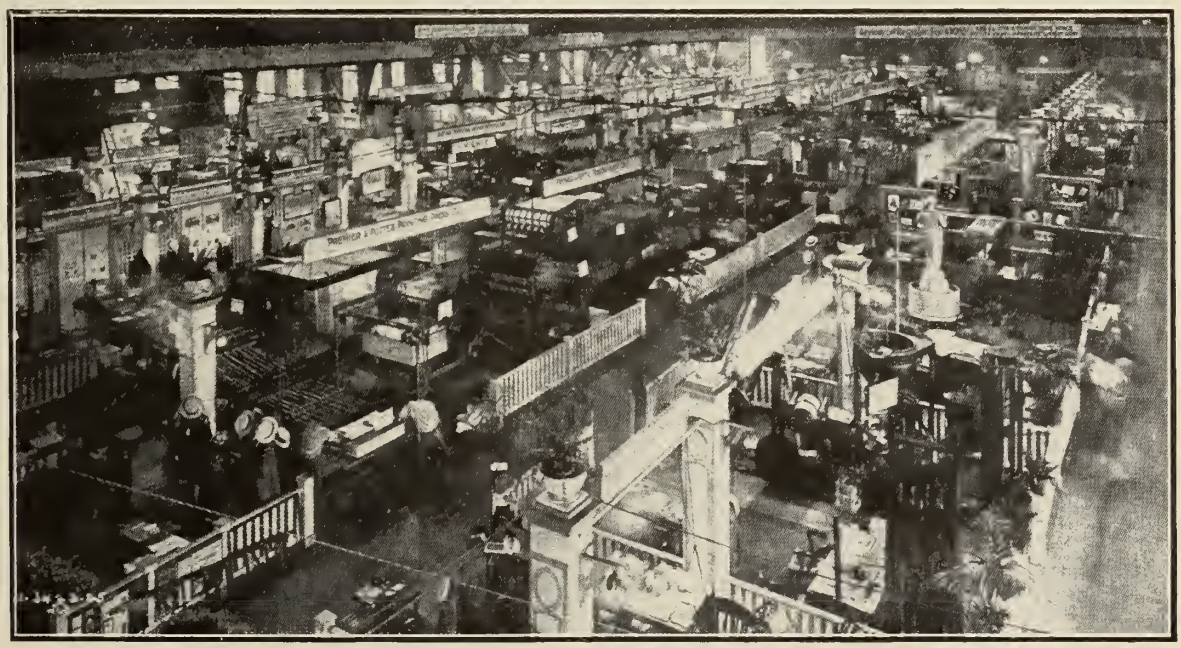
Considerable actual sales were made at the Exposition which in itself demonstrates that printers and publishers in United States and Canada, as well as in other parts of the world, expect a decided revival in business. Among sales reported by exhibitors might be mentioned those made by the Production Meter Co. of Chicago; Simonds Mfg. Co., Cleveland Folder Co., which sold nineteen machines; Miller Saw Trimmer Co., Taylor Registering Projector Co., three machines; Premier Register Table Co., fourteen tables; C. R. & W. A. Nelson, Chicago, sold 21 of their machines; G. W. Hall & Co., Chicago, sold five machines; F. P. Rosback Co., Benton Harbor, Mich., Ideal Stitcher & Mfg. Co., sold fourteen machines; Miehle Printing Press & Mfg. Co., Chicago, sold twelve presses; Lanston Monotype Machine Co., sold two type and rule casters; E. C. Fuller Co., McCain Bros. Mfg. Co., Chicago, sold three feeders; Menasha Machinery Mfg. Co., Menasha, Wis., who sold four units; H. B. Rouse & Co., Chicago, Potdevin Machine Co., four machines; Challenge Machinery Co., three machines; Golding Mfg. Co., five machines; Liberty Folder Co., Shattuck & Bickford, fifteen machines; Seybold Machine Co., four machines; C. & G. Mfg. Co., eighteen machines; Sieber Products Mfg. Co., Cowan Truck Co., one truck; Barrett Cravens Co., two trucks; Mergenthaler Linotype Co., twelve machines.

Other sales include those by the Cleveland Folding Machine Co., which took in Hickok Folders, sold to the Elliott & Foss Co., of Boston, and the Madison Square Press, of New York. Eighty-seven little Kelly Presses and twelve big Kelly presses is a record of sales made in the Kelly Division of the American Type Founders Co., in four days.

AMONG THE BOOTHS

Something About the Exhibits

The Intertype had many of its chief executives at the Exhibition. Announcement has been made of a change in the selling plans of this company as far as the Canadian



GENERAL VIEW OF THE EXPOSITION AT THE COLISEUM IN CHICAGO

field is concerned. The Toronto Type Foundry is now in charge of Canadian distribution.

Challenge Machinery Co.—The exhibit of the Challenge Machinery Co., Grand Haven, Mich., was a constant attraction for visiting printers. The Lee Two-Revolution press was in operation all the exhibition hours of the show printing an attractive two-color register job, consisting of a mixed form of halftones and type. Its smoothness of operation and positive register were strong features. This company was also showing the Diamond Power Cutter cutting full lifts of heavy paper and cardboard with the utmost ease. The Advance lever cutter was also shown, as well as many other lines, such as the Hoerner Shute-Board and Type-High machine, Challenge steel galleys, labor saving newspaper bases, together with many other lines of labor saving devices.

The Johnson Automatic Roller Rack Co., Battle Creek, Mich., were exhibiting an effective display of their Roller Rack, which is attached to the press and keeps in an upright position every roller used on the machine. The standard can be made to accommodate any length of roller and the appartus can be made to fit any size of press.

The Hill Curtis Co., Kalamazoo, Mich., had a number of interested spectators at their exhibit, where they were displaying the Trimsaw, which they claim will saw, trim, miter, mortise, rout, plane (type-high), jig-saw, bevel, undercut, etc. It is guaranteed for five years, although the makers claim it should last a lifetime.

Latham Automatic Registering Co., Chicago. This concern exhibited and demonstrated their Hancock Perfection Line-up machine for the first time in the middle west. The saving accounted for by the machine comes in the time that is eliminated in waiting for position O. K., as a number of sheets can be lined up before the form is made up. Charles J. Kanera is general manager of the Latham Automatic Registering Co.

The Chandler & Price Co., Cleveland, Ohio, had on exhibition a new 12 x 18 press. The shafts, side-arms, connecting bracket, rocker, gear wheel, side frames, etc., are made of extra heavy parts. The heaviest stock can be handled by this press. It has two distribution features, which include a C. & P. Vibrating Brayer fountain, and four form rollers equipped with double vibrating steel rollers. The press is capable of a speed up to 2500 impressions per hour.

The Miller Saw Trimmer Co., Pittsburgh, Pa., presented one of the busiest exhibits at the show. In addition to their Miller Saw Trimmers and the Miller Platen Press Feeders, with the various equipment, they showed the Miller Cylinder press feeder attached to a Miehle, and it proved one of the real hits of the Exposition. The feeder is new only in its application to the cylinder press. The principles of sheet separation are the same as incorporated in the design and construction of the well-known Miller automatic feeder for Chandler & Price presses, of which upwards of 15,000 are being successfully and profitably operated by Miller users in all parts of the world.

Barnhart Brothers & Spindler, Chicago, displayed an exhibit which showed that the Barnhart factories are now manufacturing quite a varied line of materials and tools used by printers. More than a hundred articles of Barnhart manufacture were shown.

The Mergenthaler Linotype Co., Brooklyn, created lively interest in their display of two Mohr Lino-saws. A number of improvements have recently been made in this device and they were all to be seen on the machines in this exhibit. The Mohr Lino-Saw can be attched directly to the Linotype, and is a valuable time and labor saving device for the handling of odd measure composition. It is particularly valuable in ad-work, catalogue work, and job work and the improvements which have just been made have brought it to a very high standard of perfection.

Harnett, Weatherley, Hoffert, Inc., were in charge of the exhibit of the Christensen Machine Co., Racine, Wis., where the Christensen Automatic Stitcher Feeder was stitching 140 books per minute. This machine has been of great service to printers and binders, who thought it impossible to insert and stitch books at this fast speed and still do it successfully.

The American Type Founders Co., of New York, occupied a large space in the Coliseum Annex. The most outstanding feature was the battery of five Kelly presses running in a practical demonstration. There was also on exhibition one of the "Big Kelly" presses. They also had on display a complete line of twelve Boston wire stitching machines, including textile stitchers, box stitchers and the new popular multiple head stitchers.

The Seybold Machine Company, Dayton, Ohio, exhibited their new Seybold 32-inch Automatic cutter. This is designed to satisfy the requirements of plants having little or much cutting within 33-inch size. These machines perform automatically by power the clamping and cutting of piles of paper or any material that can be cut with a bevel knife. Any part which requires replacement can be readily attached.

The Charles N. Stevens Company exhibited their multiple spindle paper drill. The hole made by this drill through a ream of paper was as clean as a hole reamed out of metal. A production of 300 reams of paper per hour is not unusual.

The Vandercook Press Co., Chicago, displayed an interesting feature in the form of two new proof presses, one of them being arranged so that the sheet was held firmly as part of the tympan and wrinkles were eliminated.

The F. B. Roshack Company, Benton Harbor, Ind., displayed a right angle perforator, making possible perforations two ways, an accomplishment which has heretofore been done by two operations. In addition the Rosback Company showed a non-adjustable machine, producing up to 250 stitches per minute to a capacity of from two sheets to one-eighth of an inch.

The F. Wesel Manufacturing Co., Brooklyn, N. Y., showed the latest in bevelling machines, known as the Mono-Rail Photo Engravers Beveling machine, designed with the idea of perfecting a beveler for the photo-engraver that will provide security and accuracy of operation.

The Cleveland Folding Machine Co., Cleveland, Ohio, displayed an exhibit which was easily one of the features of the Exposition. Both model B, taking a sheet 25 x 38, and model E, taking a sheet 17 x 22, were on exhibition.

The Golding Mfg. Co., Franklin, Mass., displayed a new 14" Pearl paper cutter as one of their exhibits. They also showed an improved line of hand leather cutters, a new motor drive on a Jobber 18 and improved Pearl 11 press. On one jobber was an adjustable roller way and feed guard which was being shown for the first time.

Shattuck & Bickford, San Francisco, Cal., displayed as one of the features of their exhibit the Curle Saw and Trimmer. This has a low slug attachment, sawing and trimming slugs at one operation. They were also showing a new automatic roll feeder.

The Wood & Nathan Co., New York, exhibited the Junior Virkotype Embossing machine for producing embossed engraved and litho effects direct from type without the use of dies or plates. The Tandem-Junior Virkotype is a new model made especially to sell at a small price.

The C. & G. Manufacturing Co., Chicago, displayed a new method of sawing, trimming and mitering, as embodied in their C. & G. Trimmiter. The work in this case is arranged in front of the gauge. On slug work you can place smooth side against gauge and vise will engage two ribs, preventing work from finning and eliminating possibility of cutting into face of slugs.

The Latham Machinery Co., Chicago, Ill., exhibited a new stitcher, the 102 Monitor, in which machine has been

combined high speed, simplicity and durability for the light, fast-stitching work of the bindery. For several years the company has been perfecting and testing this model, and are now offering it with their regular guarantee. It is claimed that there are now 7000 Monitors at work and all giving satisfaction.

The Marathon Electric Mfg. Co., of Wausau, Wis., in their exhibit showed a new method of securing variable speed power transmission. This pulley is the invention of Austin Kimble, general manager of the Marathon Electric Mfg. Co., who was in charge of the exhibit in person. It was in operation on a job press in the Marathon Booth, and on the Babcock No. 7 Optimus in the Barnhart Bros. and Spindler exhibit.

The Hill-Curtis Company, Kalamazoo, Mich, had on display their new "Trimosaw" and sold one of the first machines at the Coliseum, and the sale put this firm in the "first" column.

The Babcock Printing Press Manufacturing Co., New London, Conn., were demonstrating their Universal Equipment on the Babcock Optimus. Their universal roller control is a device which, by a half turn of the crank, instantly throws all form and table rollers out of contact with form, vibrators and ink table. On the Optimus, when full distribution is not required, a turn of the thumb nut throws any roller out of action without removing it from the bearings. The fountain trip operates automatically when the press is tripped if the operator so desires. If continuous inking is desired the change is instantaneous while the press is running. All the rollers, form, table and duct, are interchangeable.

The Hacker Manufacturing Co., Chicago, were displaying their new Hacker Test Press, which is a new means of eliminating errors by making much more perfect plates and saving make-ready.

The Cline Electric Mfg. Co., Fisher Bldg., Chicago, at their booth had a large display of motors and controllers. Not a little of the success of the 1921 Craftsmen Exposition was due to the contribution of the Cline Electric Mfg. Co. motors and controllers. Over 80 of these were in use as the motive powers for various machine exhibits.

The Barrett-Cravens Company, Chicago, were demonstrating their Barrett Lift Trucks for keeping stock off the floor, claiming that one man with a Barrett Lift Truck can truck loads of paper that would ordinarily require several truckers.

The Multicolor Sales Co., Chicago, exhibited their new Mentges folding machines. Tapes may be replaced quickly without having to be sewed on the machine.

The Indiana Chemical & Mfg. Co., Indianapolis, Ind., were demonstrating their Reducol compounds, their Magic Type and Roller wash, gloss paste, electrical destroyer, and their blue black Reducol compound, etc.

The Dexter Folder Co., New York, showed 14 Dexter machines for printers and binders. Their combined pile feeders were to be seen in operation attached to a Babcock press in the exhibit of Barnhart Bros. and Spindler.

Ashton G. Stevenson, Inc., Chicago. One of the most practical utilities displayed was the Stevenson furniture mold, a low mold for line castings, that produces make-up space and base material in all the make-up sizes from a six-point slug to a 36-point piece of furniture. Slugs and spacing are true to type size. The background of one of the booths was formed by a mammoth steel chase containing 32 pages of base cast with the Stevenson Furniture mold, and from which a run of 250,000 impressions had already been made.

The Premier & Potter Printing Press Co., New York, had on exhibit their Potter Offset press which presented concretely the result of nearly 70 years of successful press building. The automatic pile delivery is now being used with these presses, and is designed with the same careful application that has always marked the construction of the presses.

The Harris Automatic Press Co., Cleveland, showed in operation a 36 x 48 Harris Offset press with Harris Pile Feeder and Pile Delivery. The new delivery, with the use of interchangeable trucks, saves time in running, and in handling, and reduces spoilage.

E. W. Blatchford, were demonstrating their patent base made from white bronze metal. This has a topturning expansion catch, which is especially adapted for color and other hairline register work.

The Stuebing Truck Company, exhibited their Lift Truck Systems for the handling of paper, cardboard, corrugated boxboard and other bulk loads.

The Illinois Stamping & Mfg. Co. demonstrated their metal galley cabinets and galleys, built in any size, for composing rooms.

The Butler Paper Corporation had a most unusual exhibit. They presented the actual manufacture of handmade paper, together with samples of their commercial papers of today.

Barnhart Brothers & Spindler, Chicago. One of the most noticeable features of their exhibit was their superior point system saw, which they claim thoroughly meets the need of a high grade machine for standardizing composing room materials for rapid and accurate handling. This is the only saw trimmer with the original red guard.

The Hamilton Manufacturing Co., Two Rivers., Wis., had an exhibit occupying a position in the centre of the Annex which was well worth a visit. They showed an elaborate display of newly designed furniture cases, cabinets illuminated with electric lights and a large quantity of other equipment, including their make-up tables, overhead banks, dumping banks, correcting tables, receiving tables, etc.

C. F. Anderson Company, Chicago, had on display the Anderson high speed job folder. It can fold from four to five thousand sheets per hour.

The Linograph Co., Davenport, Iowa, had on exhibit at their booths their model 3 multiple magazine Linograph —the simplest multiple magazine machine yet made, according to their claims. The special feature of the low-quad, so essential on letter-press work and equally desirable for electrotyping and stereotyping, was appreciated by all who saw the low-quad slugs. The one-point adjustment is very useful when setting twin slugs or when running around cuts. The steel keyboard cam roller and steel cams that are arranged to run in when the keys are touched, gives a positive action which oil, dust or dampness will not affect, and was much admired and commented on by all who have seen this part of the keyboard mechanism. The distributor, which is in front of the machine, is within easy reach of the operator from the front of the machine. The vertical magazine allows the matrices to run smoothly and quickly through the channels and the short distance between casting point and distribution permits the return of the matrices to the magazine in less time because of the absence of the second elevator. Although the Linograph magazine is short, there are 24 characters for the first seven on the keyboard on account of the double escapement feature, and there is no danger that fast operators will exhaust the supply of matrices.

H. B. Rouse & Company, Chicago, had on exhibit their Rouse roller fans, stated to keep rollers in perfect condition in the hottest weather. The fan is located so as to shoot a stream of cool air down and under as well as over the rollers. This fan is driven by a small round belt from a split sheave which requires one inch space on the pulley shaft. The press supplies the power to operate the fan.

The Berry Machine Co., St. Louis, Mo., were demonstrating their Berry Round Hole Cutter, proving that it will drill through any kind of paper stock, tissue paper, newspaper, bonds, ledger stock, etc., as well as the hard-

est and thickest pasteboard and binders, board, even fibre or hardwood if necessary.

The Fortified Manufacturing Company, of Kansas City, exhibited their Fortified interchangeable electric pot which created interest on the part of those who examined what it would accomplish in the composing room. The manufacturers claim that users have increased efficiency fifty per cent. besides a substantial interest earning on the small amount invested in the equipment itself.

The Laclede Manufacturing Co., St. Louis, Mo., had on exhibit their new model composing room saw. The claim for this saw is that it saws and trims in one operation. The table is elevated from the saw and trim position to sawing position in three seconds. The gauge is adjustable to points and the machine is complete with motor.

The Liberty Folder Company, Sidney, Ohio, demonstrated their Model 90 Liberty Folder, which they guarantee to be the simplest 3-fold machine in the world, even going so far as to state that a model 90 folder will be given free to any printer who proves this statement to be incorrect. This machine turns out one completely folded sheet per second, and has a range of 5 1-2 x 6 in. to 16 x 22 in.

The McCain Bros. Manufacturing Co., Chicago, were demonstrating at their exhibit their McCain Automatic Feeder, which they claim eliminates excessive time in make-ready, increases production to maximum, and reduces spoilage to a minimum. The paper is laid on top loading board while feeder is in operation, and advanced automatically—no time is lost in loading. Feeds from 80 to 120 sheets per minute (depending on size and weight of paper.)

C.R. & W.A. Nelson, Chicago, at their exhibit were showing their Nelson heavy duty machine for punching, die cutting, and tab cutting in operation. This equipment does more than merely serve as a punching machine for it is unlike most any other type, due to its flexibility and adaptability to many varied uses.

The American Multigraph Sales Company, Cleveland, was under charge of F. M. Boughton, division manager, Chicago, and W. T. Hagelin, representing the home office. The company displayed its line of folding machines, including the new multigraph folding machine, taking a sheet up to 12 x 18 in., although it occupies less space than required for a small job press. Sheets are automatically fed, counted and stacked at a speed of 6,000 an hour. The Multigraph Printer was also shown. This is a rapid rotary printing press, that occupies no more space than required for a typewriter desk, yet turns out printing from type or electrotypes at a speed of 4,800 impressions an hour.

COLLECTING IN ADVANCE FOR YOUR JOB PRINTING

ONE OF the best methods to follow in the matter of collection is to get as much cash as possible when the sale is being made. Sounds simple enough, you may say, but not always a very easy thing to do.

But there are publishers who are doing it, and who have done it for years. I have in mind right now one who published a paper in an Ontario town for a number of years, and at the close of a long term had less than $60 that he could not collect, and that sum could have been lessened had he taken the trouble to put some of the amounts in the hands of the collectors.

"When I started business," he told me not long ago, "I determined to be a good collector, because the firm I had worked for previously was very successful, and they had always made a specialty of collecting promptly and thoroughly. The town to which I went had not been used to doing business that way, and it was a little difficult to make collections as promptly as I wished. I remember one firm that ran a fair sized ad. with me. They kept a general store and expected that I would run a little account there that in the end would just about balance up against mine. I made it plain that I had no intention of doing business that way, and would expect a settlement at the end of each month—if we owed them money they would get a cheque for the amount, and if they owed us money we would expect settlement in the same method. About the third time I called, the senior member of the firm remarked that the "new editor must be rather hard up for his money to be tearing around after it every month."

I took the remark in good part, and admitted that it was necessary for me to get my money promptly in order to keep my own business in good shape, and turn out a paper that would be of some use to the advertiser. While it is not necessary to follow this particular incident any farther, it might not hurt to remark that I saw the business of this same company wound up, and the senior member of the firm remarked to me before he left town: "I wish I had had enough sense to get out and collect the same as you were doing when I used to joke about your being very much in need of money. We had a good business here, but our trouble was we go too much on the books, and when we found out one day we had to realize quickly on our book debts we found that it could not be done. Book debts are very much discounted when your creditors sit around and start discussing your standing."

Might as Well Pay Now

This publisher made it a point to get as much cash in advance as possible. When a job came in to be done he seemed to take it for granted that the customer wanted to pay for it at the time. He would often make out the bill and receipt it, remarking that it wasn't worth while opening an account for that amount, and that once the thing was paid for it was done with, and would not bother them again. And it is surprising the number of people who will fall in with a little suggestion like that. A good many publishers, especially in towns where they have both the job printing and paper business, seem to take it for granted that they must run accounts for the job printing. They can get a good deal of this paid for at the time if they only make up their minds and go about it in the right way. It is a fact that the buyer gets in the habit of bringing himself pretty much in line with the habit of the office where he does business, and it does not take very long to establish the fact that it is the custom of the office to pay for job printing when it is ordered.

The Winnipeg Free Press has a lot of clippings from eastern papers whose editors were recently cavorting through the west. Here is one:— "The national significance of the trip to Canada is well put by H. B. McKinnon, of the Waterford, (Ont.) Star . . ." Well, when did friend Hector go to work for George Pearce?

The London Printing and Lithographing Co. held their annual outing on the heights, attended by 500 employees and families, also their ever welcome refreshment tent. From the time that they arrived at 10 a.m. until their program was completed all were kept on the move. Those who were not competing in the sports were trotting back and forth from the centre of events to the refreshment tent, where also the amusing prizes were awarded.

The Fourth Estate in the House of Commons

By W. G. CATES

THE FOURTH ESTATE is well represented in the House of Commons. True, there are not as many members of it as there should be, nor are any as dominating as the late Hon. J. Israel Tarte, or even as Hon. Frank Oliver, or Hon. George P. Graham used to be. Still, there are enough of them to constitute the necessary saving salt. The truth is that the Fourth Estate in Parliament is in a state of transition; for while the older and better known members of it are dropping out, their places are being filled by younger men, some of whom will make names for themselves in the life of the nation. For the first time in quite a long period, the cabinet does not contain a newspaperman, or one who has had newspaper training. Including W. F. Maclean, who retired from active editorial duties a few months ago, there are ten working newspapermen in the House. Another ten have had newspaper training.

"Billy" Maclean enjoys the distinction of being, in length of continuous service, possibly the oldest newspaper man in the House, and also one of the oldest members, for while he has been 40 years in the business, he has also been 30 years as a member. To a very great extent, politics and journalism go hand in hand, and so it has been with W. F. But he has not made the mistake of doing all the work for others, as some newspapermen have done. Early in life he evidently came to the conclusion that if he were good enough to provide news and comment for the instruction and entertainment of the public, he was good enough to represent the public in parliament; and he was right. Of course there is a school of newspapermen that holds that an editor compromises himself when he becomes a candidate. Well, this never gave "Billy" Maclean any trouble. He has been a very useful member; few men have advanced as many proposals, and seen them adopted by others without getting credit for them, as he has.

Mr. Fielding began his newspaper career at sixteen, when he entered the office of the Halifax Chronicle, but he did not remain at the work. Politics beckoned him, and so from telling the public what should be done, he was called by the public to do it, and so became premier of Nova Scotia. Then in time he came to Ottawa as the Minister of Finance. When through the fortunes of war he was retired from public life, he returned to his old vocation, and today is editor of the Journal of Commerce of Montreal. Because of his long experience in public life, especially in finance, no man in Canada writes with greater authority on these subjects than he does, and none speaks with greater authority in Parliament. The clearness developed through writing is one of the characteristics of his speeches.

R. L. Richardson undoubtedly has had as long and arduous a newspaper career as any man of his age in the Dominion. It is true that he sold his interest in the Winnipeg Tribune a year ago, but he is quite as much a newspaperman as he ever was. He graduated from that splendid school of journalism, the Toronto Globe, founded the Tribune and made it a very valuable property by the time he sold it. R. L.'s experience as a newspaperman would fill quite a volume, for he always was a fighter. Like "Billy" Maclean he did not make the mistake of doing all the work for other people. Possibly he has not gone as far in politics as his ambition would have carried him, but probably he has gone as far as was good for his business. He also had the satifaction of coming back at a time when almost everyone else thought he was down and out.

Horatio Hocken has been rather less than four years in the House, but he has had a long career as an editor and publisher, both in the daily and weekly fields. Having always had a wide range of activities, he must have found it difficult to attend to them all, and give the daily work the attention it required. So in time he left it, and acquired the Orange Sentinel. The very nature of the Sentinel keeps him in the storm and stress of life, but in the House he sails in comparatively smooth waters. Once in a while he gets into a squall, but not often, his moderation being a surprise to many. In fact he exercises a degree of diplomacy that is characteristic of a past master.

Col. Hugh Clark is another who has combined to an uncommon degree journalism and politics. He has also covered the field pretty well, both on daily and weekly papers. He knows something of the joys of ownership, being proprietor of the Kincardine Review. The Colonel, who is a great raconteur, is one of the really able writers of this kind in Canada, his sketches being particularly good. No member of Parliament has a larger fund of stories, and he tells them well. None can write more entertainingly of Parliament, its prominent characters, present and past, and its traditions. His newspaper experience has naturally made him a shrewd observer of men and movements, and given him an ample fund of material for writing. In political life he has had more than the average politician's share of honors, for while he has not been a minister, he has been parliamentary secretary to two departments. He doesn't speak very often, but as far as the government is concerned no man has more inside information.

Among the younger men there is none more popular than "Billy" Buchanan. Though he was just as good a Grit as they make them, still in 1917 he left Sir Wilfrid Laurier on conscription, and it is very doubtful if any of his old-time colleagues were sore, which is much more than can be said of their attitude towards many others. It was all right, for they believed "Billy" to be sincere. He had an excellent newspaper training, especially with the Toronto Telegram, but he made his big strike when he went west and located at Lethbridge, and became editor of the Herald. That he should soon drift into politics was inevitable, parties being always on the look-out for popular candidates. Not only does he know western conditions, but he has the good sense to speak his mind in Parliament. While some others, through a mistaken sense of party loyalty keep their mouths closed, and thus are heading straight for the political executioner's block, Buchanan goes right on.

James McIsaac, of the Charlottetown Herald, is easily one of the most literary men in the House, his speech in moving the address in reply to the speech from the throne last session being a literary gem. Few members there are who dare, or for that matter can, quote Latin, but the Charlottetown editor can, and gets away with it. He is just as familiar with the poets as he is with Scottish history, which is saying considerable. A genuine literary character is becoming a rather rare bird in the Commons, and a man of McIsaac's attainments provides a welcome break in the monotony of so many unadorned, to say nothing of profitless speeches.

No member is more respected than Onesiphore Turgeon, proprietor of L'Acadien of Moncton. Watching him in the House, one can quite understand how he, a Liberal, got an acclamation in 1917, and it looks as though he could hold his seat as long as he likes. Born in Quebec, he can be eloquent in two languages, and his speeches are always worth hearing. His sons have followed their father's footsteps into public life, one of them being Justice Turgeon of Regina, who for 14 years was attorney-

general of Saskatchewan; another having, until recently, been a leading member of the Alberta Legislature.

Among the younger members coming rapidly to the front is Ferdinand Rinfret, of Le Canada, Montreal. Formerly a member of the press gallery, he has an inestimable advantage over many others in that he knows the ways of the House thoroughly. Because of this, together with his readiness as a speaker, he attracted attention as soon as he entered in 1920. His first speech made a hit, for he was decidedly clever. He has no hesitation in crossing swords with the best, and having started under such favorable conditions, his future is pretty much in his own hands.

Another bright French-Canadian newspaperman is Jules-Edouard Prevost, of Terrebonne, who owns and edits L'Avenir du Nord.

John McKelvie, of the Vernon News, has demonstrated that a man may go from one extreme to another, and yet make good; for while brought up on the shores of the Bay of Fundy, he located to advantage in British Columbia. His speech in seconding the address in reply to the speech from the throne last season made a good impression, for it indicated practical qualities that soon gain recognition. He is a good man for the British Columbia fruit growers.

Among those who have had practical newspaper experience, but are now in other fields of activity, is Mackenzie King, who as a reporter on the Toronto Globe and other papers did his share of the daily grind. He is proud of it, though possibly just as well pleased that he quit when he did. Hon. Charles Marcil, now a city commissioner of Montreal, had a long and honorable career with the press of that city, extending over 30 years, being known as a very able writer.

Hon. Rodolphe Lemieux has long been a contributor to the daily press, and during the session writes considerable, and quite as good as he speaks. Major Boyer, of Vaudreuil-Soulanges, is another well-known writer for the French press. Lucien Pacaud, an able speaker in English, to say nothing of French, was formerly an editorial contributor to some of the best French papers. Sir Sam Hughes once owned and ran the Lindsay Warder.

Of all the members who have been trained to newspaper work and left it, none is prouder of the fact than Col. J. A. Currie. Even now he occasionally tells the House his experiences as a reporter on the Toronto Mail. He was a good man on almost any assignment, especially those containing a strong element of human nature.

Raiding Offices to Get Men

THERE are many publishers in Ontario who could sit down and write a real hard-luck story about the way in which their offices have been raided to secure printers and operators to take the places of the men who went out on strike in the larger centres, such as Montreal, Ottawa, Toronto, Hamilton and elsewhere. The town and small city publisher will tell you that the Toronto offices are the worst offenders, and there is no denying the fact that the Toronto offices owe a great deal right now to the smaller centres. And then the Toronto offices will turn around and say that many of their best men have gone to outside offices rather than stay in the city and try to live on strike pay. There have been all sorts of scouts out combing the country for printers, and of course in the catch there are always bound to be those who see in a case of extremity a grand chance for a job that they could never hold on their merits in normal times.

For instance Br'er Davies, of the Renfrew Mercury, was away from the office for a while, and during his absence a very innocent looking little ad came along which conveyed the intelligence that compositors and linotype operators were needed in Toronto. This ad. was offered to the Mercury, and thinking to gather in a little Toronto money, and having in mind a good showing on the return of the senior partner, the little ad was run.

Now, Davies has in the past told a good many doubting Thomases that advertising in the Mercury would get results. He may or he may not have believed this in the past, but his young mind is thoroughly alive now to the speed with which Mercury ads bring results. His operator, a real honest-to-goodness one of the gentler sex, responded to the call from Toronto. The little ad brought results, but the owner of the Mercury is not yet sold on the fact that said results always pay.

Another Ontario publisher, speaking to Printer & Publisher, claims that in recent weeks he has found men from Toronto offices going through his shop trying to induce them to leave. "It has always kept us busy supplying Toronto offices with men. The offices there never seem to train any of their own, but they are always too ready to come along and take our men when they get to the point that they are useful to us. Just now it is worse than ever, for we are constantly called upon to come out with more money or else see our men going off to Toronto, and as things stand at present we are not in shape to make increases in mechanical costs, but it is being forced down our throats.

"It is not only the Toronto publishers who are doing this raiding business, but offices that have lost men are out making offers to those in other offices. We had one case a few days ago that I think will stand as about the most couraegous piece of raiding I have heard of yet. An office that I have loaned paper to on more than one occasion called one of my best operators to the phone. I answered the call myself and went and got the man, and there they hung him up for ten minutes or so trying to induce him to throw up his job and go to the office in the other city. I thought this was the very limit and I think you will agree with me."

Ingersoll Daily Ceases Publication

The Ingersoll Daily Chronicle has ceased publication, after going to that form from a weekly paper about four months ago. An assignment has been made by the publisher. A report from Ingersoll says that the failure was due to insufficient support from sources where it had been promised. Mr. Willoughby conducted a circulation contest when he brought out the daily in the first place. A daily was published in Ingersoll some years ago with fair success, although the field is pretty well sandwiched for daily purposes by Woodstock on one side and London on the other. In fact the Woodstock Sentinel-Review maintains an office in Ingersoll.

Will Have Charge of the Course

Arrangements have been completed for the course in journalism at the University of Toronto from September 12 to 17, for the weekly newspaper publishers and any others who care to register for the course. Publishers from as far east as Nova Scotia, and some from Quebec, are expected. The only charge is a small registration fee, while board and lodging may be obtained very reasonably at the university. The main idea of this course is to encourage editorial writing in the smaller papers throughout the province. P. Whitwell Wilson, Dean of the School of Journalism at Columbia University, will have charge of the course, which includes editorial writing and newsgathering, English literature and composition, Canadian constitutional history, public health and hygiene and newspaper jurisprudence, with particular reference to the law of libel as it affects newspapers. Sessions will be held both in the mornings and in the afternoons.

W. B. Burgoyne, of the St. Catharines Standard, was president of the executive committee of the St. Catharines Old Home Week, which was successfully observed in that city.

"Arbitrate," Says President of the Daily Papers

Straight Talk at the Big Gatherings in Quebec

IN VIEW of the widespread strikes in the printing industry in Canada, the address of J. E. Atkinson, of the Toronto Star, president of the Canadian Daily Newspapers Association, given at the gathering of the International Typographical Union at Quebec, is regarded as being particularly significant. Mr. Atkinson does not confine himself to the publishing business alone, but from a number of other fields of labor draws lessons that bear upon the present stuation. Mr. Atkinson said:

"I think I may also address you as fellow craftsmen, seeing that for 37 years I have been engaged in one branch of the printing business. I may therefore venture with your permission to speak for a moment or two from the standpoint of our common interests. As you know you are holding your annual meeting at an important juncture in the trades union movement as well as in the history of your own organization. Marked advances in the labor movement have been made during recent years. Governments during the war were faced with herculean production problems, and in seeking their solution recognized trade unions in unprecedented ways, and worked through them to attain their ends. There was a consequent improvement in the status of trades unionism, and there was also, in spite of the constantly rising costs of living, an improvement in the standard of living in practically all branches of labor. In a rising market it was natural that this should be so. It is just as natural that in the present falling market you should be facing quite different problems.

Digging Itself In

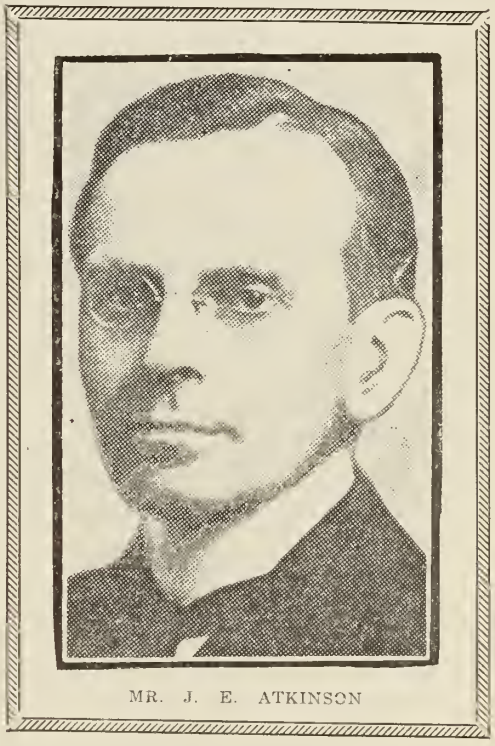
Organized labor on this continent, and in other countries is, I think, today not seriously proposing further wage advances, but, on the other hand, is more concerned with digging itself in on the lines now occupied by it. Some trades, and yours among them, have up to the present time succeeded in holding the ground gained. But some have not. Take, for example, the running trades on the railroads in United States. Upon them a reduction has been put into effect, which is not likely to be contested by these powerful unions.

Another strongly organized body of workers, the Amalgamated Garment Workers, succeeded in repulsing an attempt to reduce wages. But as I understand it, their leaders have undertaken to see that their employers receive in future for the old wage an increased production, which to the employer is tantamount to a lower wage rate. rate.

I do not think it is putting the situation too strongly to say that trade unionism on this continent was never called upon to sustain so serious a test of the strength of its organization, the self-restraint of its membership, and the sanity and moral courage of its leaders as is the case at the present time. A contest is being waged against its foundation principles by a great body of organized employing forces. Nor are the employers, as I see it, without good reason for at least one of their contentions. They are on solid ground when they say that in the face of such a buyers' strike against high prices as was inaugurated last autumn, the balance as between the three parties to industry, namely, capital, labor and the community, simply must be readjusted by a return to lower commodity prices. Wages are an important factor in production costs, and from the employer's point of view the refusal of the consuming public to buy at peak prices, with consequent stoppage of industry, furnishes a sufficient reason for asking the leaders of organized labor to consider their policies in the light of changed conditions.

There Is Need for Foresight

If this is the view of many friends of organized labor, is it surprising if advantage has been taken by its enemies of the present favorable opportunity to launch a continent-wide attack upon the labor movement itself? It is therefore a situation which calls for foresight on the part of leaders and self restraint on the part of the membership if disastrous policies are to be avoided and losses escaped



MR. J. E. ATKINSON

which otherwise will take many years to recover from.

Coming to the interests which we, as publishers, have in common with your organization, I desire to express the hope on behalf of the members of the association I represent, that you will see the wisdom of adhering to and broadening the fine example of labor statesmanship which your organization set the world, when 20 years ago, you entered into an agreement with the American Newspaper Publishers' Association to submit to arbitration all differences arising with regard to wages and hours. Objection has always been taken by the publishers to the one-sided restriction of that agreement, and I think the publishers are right in their position. Why not now, at this period of renewal of that contract, permit the principle of arbitration to operate without the handicap which it has carried in the past?

The only alternative to arbitration is, of course, force, and force as a labor policy has gained less for organized labor, when its costs are taken into account, than would have been gained by the methods that have been followed by the I.T.U. and the A.N.P.A. during the past twenty years.

A Steadying Influence

It may be that during the past year or two the principle of arbitration has lost some ground among the rank and file of organized labor. If so, it is probably because in some cases those who looked for greater wage increases than they actually received from boards of arbitration, attributed their disappointment to their arbitration contract. I do not altogether agree with this view. In my own experience I have known as great disgust expressed by a majority in a typographical union with a scale agree-

ment arrived at by negotiation as was ever expressed regarding an award by arbitrators. Disappointment appears to be almost inseparable from the result of a scale committee's labors by whatever method it does its work. But if you do think arbitration has been a drag upon the ascent of wages in a rising market it will, I think, for similar reasons act as a steadying influence in a falling labor market and hence operate to your advantage under present conditions.

When the conditions of bargaining were especially favorable to labor during war and post war years, a temporary advantage might have been obtained by a local union here and there if it had retained the strike weapon in its hands. But whether that be so or not, we have before us now a more or less prolonged period during which bargaining advantages will hardly be with labor, and the strike weapon is not likely to prove more effective than reliance upon reason and fair play. As you know, it is a cardinal doctrine of labor strategy not to strike on a falling market.

I have no idea, of course, what your decision will be with reference to the renewal of the arbitration agreement. I am not disturbed from a publisher's standpoint by the possible outcome of your refusal to renew it, but from a broader point of view, shall be deeply disappointed if, in the production of newspapers, which should be one of the most enlightened of industries, we are not able to continue to settle our differences by those methods of peaceful adjustment which are as wise and statesmanlike in industry as in international relations. The world has had a terrible lesson by reason of an attempt to establish the doctrine that might is right and that doctrine is as barbarous and ultimately as disastrous to those who adopt it in industrial relations as it is in the affairs of great nations.

What Other Publishers Think

Printer and Publisher asked the opinion of several publishers regarding the statement of Mr. Atkinson to the I. T. U. gathering. R. M. Glover, managing director of the Peterboro Examiner, who had some experience with a strike in his own office, said:

"As to an expression of opinion on Mr. Atkinson's reference to arbitration as a means of settling differences in the printing industry, would say that I believe an arbitration clause should be inserted in all agreements that may be made in the printing industry between the printers and publishers, and the typographical association.

"Before our men went out on strike May first last, we offered to arbitrate the questions in dispute, but the local union would not agree to it. Arbitration should be fair to both sides, and should prevent some of the losses that are bound to occur, and a great deal of the bitterness that has of late been entering into the working out of wage agreements in our particular line of business.

"The Examiner fortunately has agreed with the newspaper trades in our plant for a 48-hour week for three years from May 1st. This being the case, when our men are willing to abide by 48 hours for this period of time, it is just possible an arbitration board or the unions themselves, might grant the other publishers the same working conditions on the newspaper, that we will have for the next three years. It is a pretty poor case that cannot be arbitrated."

Wm. Findlay, business manager of the Globe, replies: "Replying to your request for comment upon the question of substituting arbitration for strikes and the extension of the arbitration clause to the Canadian publishers, I wish to say that the Globe, as a member of the American Newspaper Publishers Association, operates under the arbitration agreement between that organization and the I. T. U., and the writer hopes that this arbitration agreement will be renewed upon its expiry next spring."

T. H. Preston, of the Brantford Expositor, was at the meeting in Quebec where Mr. Atkinson's address was delivered, going there as chairman of the Labor Committee splendid and timely effort, and continues that "the Labor committee of the C.D.N.A. has been working for a year and a half for a Canadian arbitration treaty, and last year a deputation from our association went to Indianapolis to wait upon the I. T. U. in that regard. Recently, as chairman of the Labor committee of the C.D.N.A., I was invited to meet the executive of the I. T. U. in Quebec, and did so in company with Mr. Atkinson, the outcome being a virtual promise that if an agreement is entered into with the A.N.P.A., regarding which possibility there is at present an element of doubt, an arbitration treaty on similar terms will be made with the C.D.N.A., provided a reasonable number of Canadian publishers so desire."

D. Smith, Manager of the Daily Times-Journal, Fort William:—The address of Mr. J. E. Atkinson of the Toronto Star to the gathering of the I.T.U. at Quebec should receive the careful consideration of every man who gives thought to his own welfare, whether he be employer or employed. And who can draw the line between who is an employee and who is not an employee, for are not our interests so tied up one with another that what benefits one, benefits the other and what injures the one must injure the other?

This being the case, and it is beyond argument if one digs deep enough, there is great need for more light and greater tolerance. There is a great need of getting around the conference board, and by putting our respective cards on the table arriving at some settlement which will be fair and reasonable to all.

No man who desires to play fair will adopt any other means than that of arbitration. It is the unfair man who will strive to take by force something to which he is not entitled by right. He fears the white light of publicity by the airing of the merits of the case before the public bar of a tribunal and seeks to force his advantage by a sudden stroke of power when he gets his victim in a corner.

If the labor men of this or any other country have their own interests at heart they will uphold the principle of arbitration.

As Mr. Atkinson points out, it would be unfortunate if the printers depart from the path of sanity which they have usually travelled and endeavor to exact unreasonable terms from employers. I cannot think that they will, because I believe that printers as a class are men of bright enough intellect to avoid pitfalls into which less educated men might fall.

It has always seemed to me that a system of arbitration could be arranged between the men and employes which would recognize certain standards of hours of labor and working conditions for the whole of Canada, but which by division into zones would recognize the varying cost of living in different sections of the country and set scales of wages to harmonize with the same. Under this plan, for argument, there could be a board for each province and sub-divisions into smaller zones of cost of living units so that each should be on a parity of value. A central committee of the whole could pass on the findings and maintain the equilibrium between each section. I believe this should be a strictly Canadian organization.

If we could arrive at some solution which would carry with it a continuance of operation of plants and consequent full employment of labor in this country, it would, I believe, make Canada the foremost nation in the world in the printing and publishing industry, because the time now wasted in worrying over agreements would be spent on improving our methods, and the saving of waste through non-employment would allow the worker to accept lower wages and still have much more money for the family purse.

No matter what system may be employed, I believe that the day of the strike has passed as an effective way of making progress. I believe those who invoke its aid will ultimately find themselves the losers, no matter how glittering their apparent gains may appear for the moment. I think the true road to progress for all lies in arbitration.

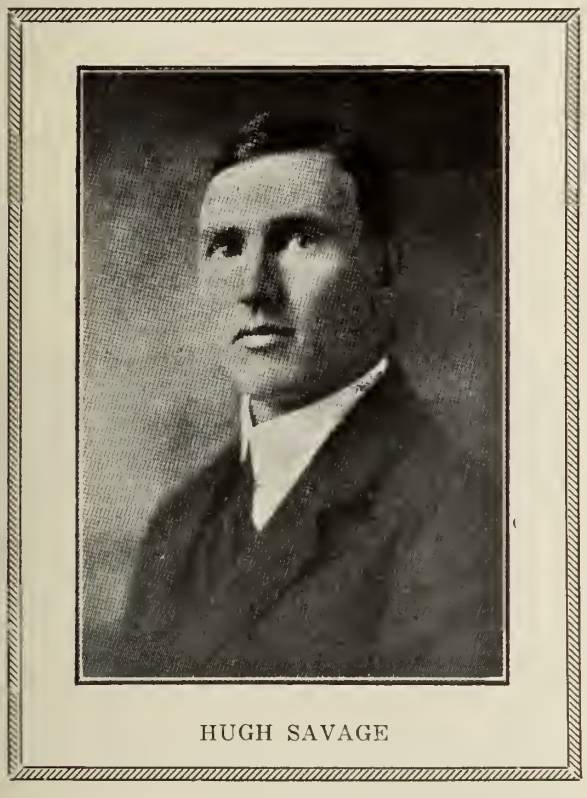
The Weekly Paper a Force in the Community

Hugh Savage Addresses Gathering of Merchants

THE following is an account of an address given by Hugh Savage, editor of the Cowichan Leader, at a gathering of retail merchants in Vancouver:

In the country newspaper and those who are engaged in the retail trade I see two of the greatest forces in community building. In scores of centres in this province these forces are amicably allied, working toward a common goal. Indeed I might venture the assertion that the progress of these centres is in direct ratio to the firmness of the bonds which link retailer and editor.

What do I mean by these bonds? Is it the link of materialism, of business, of buying and selling? To a certain extent it is, but it would be a grievous error to imagine that this business tie was the sole tie.



HUGH SAVAGE

Far greater and more lasting is the pride they share in belonging to and working for the development and betterment of their common community.

The retailer is a business man, but, stripped of his apron and obliging mien, we see him playing a greater part on the stage of our rural life. He is the pillar of the church, the backbone of the Board of Trade, the business brain behind the activities of the fall fair. I frequently see him the object of those countless appeals for charities and subscriptions for every cause under heaven.

Once a farmer supported his desire to canvass the storekeepers for subscriptions by the statement that they were making their money out of him and his kind. Of a piece with this fallacy is the sentiment of those who strive to fan enmity between the rural town dweller and those actually on the land.

We know that the country town or its nucleus, the store and post office near the railway station, are the result of the development—agricultural or otherwise—of the surrounding country. The interest of store and farm are one.

As a centre grows it becomes the duty and, in general, actually is the self-imposed task, of the retailer, allied with his fellows, to induce settlement, initiate industries, and speed up the wheels of progress.

It is the retailer who is building up the superstructure of our village, on the foundation laid by agriculture or other development. It is the retailer who is in the main responsible for the inauguration of the weekly newspaper. He may or may not found it himself—the paper I represent was so founded—but it is he who provides it with that business, without which it would be exceedingly difficult for it to operate.

In turn the advertising columns of the weekly press are his greatest ally in creating an influence which, in proportion to its quality restricts the outflow of that trade which might and does still go outside to build up fortunes for the few, in the big cities, instead of remaining at home, a life giving trade, creating opportunities and livelihood for more local people.

The weekly newspaper is the shopwindow of the individual retailer in which his displayed goods are inspected in every country home, by the entire family. It is a whole town of shopwindows, compelling attention from the outside—holding up the mirror of country life, not merely in its function of a retailer of news, but a message bearer, a salesman of salesmen, serving every progressive retailer in its community.

The past eight years have seen a great change in the relationship of the retailer and the country newspaper. No longer is it necessary for the editor, in his capacity of advertisement salesman, to pound and pound into prospective customers the truths of that great power we call advertising.

Every wide-awake and progressive retailer knows and realizes that in newspaper advertising he has an indispensable business builder. The rank and file in many branches of trade have awakened to the amazing power of publicity. The trail blazers are those whose names are household words in commerce.

There are still those who look on newspaper advertising as an "expense." The ranks of retailers who have "arrived" are swelling with those who look on their advertising as a dividend-paying investment, as an additional and indispensable member of their sales staff.

Consider your advertising in the same light as buying merchandise. The possession of merchandise alone, no matter how advantageouly bought, will never make a merchant rich. He must sell it at a profit to make money. And it is advertising of the right kind that will accomplish this. There are many forms of advertising, but experience has shown that the newspaper is by long odds the best and most remunerative.

The weekly paper is the logical medium, for it is taken into the home by at least 85 per cent of the people. It is read by all members of the family. It is the one journal from which the people buy, through the advertisements.

For this reason every merchant should devote more time to the preparation of his announcements. Many retailers pay little or no attention to the arrangement or composition of their advertisements. They scribble them off at the last minute on a piece of wrapping paper, sending them to the publisher without any particular plan of composition, with no particular message, resulting in an advertisement which represents the skill of the printer in mind reading. He may or may not interpret aright the features the retailer desires to be stressed. It is like throwing a lot of miscellaneous merchandise into the shop window, and leaving its arrangement to chance.

The main thing is that advertising, properly thought out, and persistently inserted in the paper, will bring results. Do not overlook the value of illustrating your message with cuts. Spasmodic advertising will not accomplish results, for its effect is lost just at the time when it is beginning to be felt. Watering a garden once in the season will never make a bountiful crop.

The retailer's advertising is as important as his delivery wagon. Does it not feed the wagon? The combined pulling power of the retailer's advertisements of any given community is the best antidote to that bane of rural interests—the city mail order house. The country newspaper is, therefore, the greatest bulwark against mail order onslaught.

Take any section of this province, and it will be found that, where every retailer in it is alive to the menace, and appreciative of the preventive—as shown by the advertising columns of the weekly press—the percentage of business going outside is less than in the community where lack of advertising patronage is evident.

Retailers, like other classes in business, must hang together or hang separately. Yet in every community there are men who take advantage of the benefit their town derives from its progressive retailers and give nothing. They do not believe in newspaper advertising, neither do they join the local retail merchants association. The labor unions have an ugly name for men of this kind.

One of the strongest reasons I ever heard as an argument against newspaper advertising was that of the retailer who said that he would not advertise as he would have to put on more help to handle the business, and he couldn't afford to pay the help. This is unbelievable, but true. Your association, like others, has a wide field for the education of some retailers in elementary business principles.

Your combined advertising, as shown in the weekly press, is the barometer of the progress and prosperity of your community. It not merely protects you from losing business, but it develops and creates the maximum of business. Advertising is the vital spark of business. It has brought cheaper and better goods to the public and made many retailers rich.

The country newspaper has changed greatly in the past eight years. The introduction of modern machinery, the knowledge of costs, the adoption of business methods, is becoming the rule—not the exception—in the weekly office.

The public is a little shaken in its old idea that anything will do to "fill up" its columns—news or advertising. The weekly press is giving better service to its patrons, subscribers or advertisers.

You are chiefly concerned with its function of bringing together buyer and seller. Let me say that the bane of every weekly publisher is the retailer who brings in his change of advertisement an hour or so before the paper goes to press.

Every retailer should change his message each week. It means more work for the newspaper, but the paper is out to render the maximum of service and the publisher knows that the best possible results for the investment of the retailer's money means more business for both.

A word about printing. This was the last commodity to go up in price. It will be the last to go down. Labor costs have recently increased, machinery prices have not lowered, while paper, which was a small percentage of the total cost, is dropping but slowly—and appears to depreciate in quality with the drop.

Every country newspaper has a job printing business in connection with it. The retailer, intent on keeping business in the community, prices being equal, will give the printer-publisher a fair chance. He is among you to stay. Don't buy loose leaf ledgers from city travellers and pay through the nose for the re-fills, as some do. Don't be misled by the first order "cheap price," which attempts to show your fellow resident is the grossest profiteer.

The retailer and country newspaper, insofar as its advertising columns are concerned, are indispensable to one another. They are allied links in the vast complexity of the machine we call business. How important a machine this is we may gather from the fact that business—trade—in its sheer materialistic sense—is at the bottom of that frightfulness we know as modern war.

The publisher and the retailer touch the lives of their communities at many points. Both minister to the needs and pleasures of their fellows. To both is assigned a great measure of public responsibility.

Napoleon called the English a nation of shopkeepers. To you I say be proud of your shopkeeping. "Keep the shop, and the shop will keep you," said old Benjamin Franklin.

It is easy to jump the counter and march off to war. It is hard to smile at business worries and to ride straight when the devil pulls. Let me quote a hard-headed business American who told a meeting I attended that the greatest text book on business was the Bible. Do not despise his advice, and be sure the Quakers have lost nothing by their practice of it. Go back from this convention resolved that henceforth men shall know you by your works, and that the best place to tell them how you do it is in the country newspaper.

That Trip to the Coast

Here is a photograph that will recall some of the numerous pleasant memories of the C.W.N.A. trip to the Pacific coast. On the left we have J. J. Hunter, publisher of the Kincardine Reporter. It is rumored that

some of the ladies of the party presented the popular J. J. with a young Totem Pole, and in the photo he is sizing the thing up and framing a suitable reply. Beside him, is a snap of J. J. Hurley, of the Hurley Printing Co., Brantford, during one of his quiet hours, although he was always ready to turn in and preach a new chapter from the gospel of knowing what your work costs you.

From the office of the Canada Printing Ink Co., Toronto, comes a new sample book, done in a most attractive manner, and also in a way that will stand the wear and tear of handling by the superintendent or the purchasing agent for many months to come. Various cuts are shown done in different colors and tints, which gives the consumer an excellent idea of the sort of ink he should secure for any given operation. In a pocket on the inside of the back cover is a price list and some order forms. The cover is done in red cloth with an attractive piece of gold lettering.

REVIEW OF JOB SPECIMENS

If You Want an Opinion on Your Work, Send It In

From the News-Express of Carberry, Man., we received several specimens of work turned out there recently. Several prize lists and menus for ice cream parlors are included in the list. The prize lists are done neatly, and with an absence of anything that would suggest too great an attempt at display.

"The Commercial Artist" 1314 Claus Spreckles Bldg., San Francisco, is going to appear again after a lapse of some time. An attractive card has been sent out, announcing the revival of the paper. The work on the card was exceptionally well done, and it would be hard to conceive of a better sample of close and even spacing than was done in the text matter on the announcement. The compositor had fully appreciated how easy it was to read type that has a solid, massed appearance, and he had followed the idea all the way through.

A representative of this paper saw a handy little idea at work in the office of Mr. Lundy, proprietor of the Aurora Banner. It consists of a piece of sand paper and an elastic, and is for feeding paper on a cylinder press. He claims that it is better than the rubber fingers in several ways. First, it is comfortable to wear, as a rubber finger makes the finger sweat—then it is very inexpensive. A narrow strip of sand paper is cut, reaching from the knuckle over the end, and back about half way up the finger. A rubber band is placed around to keep it in place. Those using the idea say it works very well and is quite satisfactory.

A lot of people who have never worked in a country office wonder what a day's work looks like there. We don't very often get a chance to find out what goes on in a week in these places, but here's once where we have the thing straight from the man who runs the place. P. E. Lacey, of the McCreary, Man., Times, gave us a look into the business when he sent along some of the work that went through his place during the week. One of the jobs was a prize list, 16 pages and cover, with entry blank enclosed. There is a lot of solid composition in the work, and it is good machine work, with justifications all nicely made. The binding and page heads are also very even. Then there were a number of bills in the week's work, three sets of eighth sheets, one done in French, and one quarter sheet. Of course there was the paper to get out, four pages of it, and ten ads to be changed. The matter is all set in the office, and with the exception of the display lines, is all done on the machine. The paper seems to cover its district well and it does not resort to boiler plate to pad out on. District and local news and a very fair advertising patronage are its chief features. Just as a parting shot, Br'er Lacey, the publisher, wants to know if it looks like a forty-hour week with him.

A number of specimens were sent from the office of the Morden Times, but unfortunately they were lost after leaving this office to go to the engraving plant. One was a design for a book cover. There was quite a touch of the original in the work. The greater part, if not all the reading matter, was in a little oblong ruled space at the upper left hand corner. The same family of type is used throughout, and the only ornamentation is a cut of a cow in the lower right corner. The animal, at first, may look a little lonesome, but the effect is very good indeed, as it shows a tendency to get away from the too-much-followed ordinary designs. From the same office came a cover for a school day event. The cover is very well done, although the display is too much spread out, and there is nothing grouped or massed to contrast with other portions of the display. The spacing between the various lines of display has been kept so even that it is in danger of becoming monotonous.

F. F. Payne, manager of the Nelson, B. C., News, is using as an envelope stuffer an effective little card. The card just fits an ordinary business envelope, and suggests that "It would pay to use a stuffer like this. Send out one in every envelope you mail. There is no increased cost for postage. You can use stuffers for announcements to customers, for selling lines of goods, and for scores of different purposes." The News gets these out to advertise its job department. The idea is a good one and would the color of stock used permit, we would reproduce the idea—but unfortunately it would not photograph.

The Rolland Paper Company, Montreal, has issued in folder form a series of 12 pamphlets on paper making. Each folder takes up one of the various operations in the making of their special brand of rag papers, describing it in detail. The covers are prepared in illustrative design, showing in picture sketch the operation that is taken up in the folder. The series has also been used with success in display advertising. The paper takes either the tint or the final color with equal finish, and the series of 12 pamphlets makes a striking contribution to the product of the advertising world.

The Wilson-Munroe Company of Toronto have issued a substantial and permanent sample book of bonds, ledgers, writings, book papers, etc. It is bound on the loose leaf system, the idea being that it can be added to or altered at any time. A very complete range is shown in every section, together with all necessary information in regard to weight and sizes. The firm intend to issue a smaller booklet from time to time that can be used in conjunction with this, the new one being in the form of a price list, which will follow the stock in the same order in which it is treated in the sample book.

Under the caption "The Evidence of Those Who Know," the Montreal Gazette has issued in the form of an attractive book, a number of testimonal letters from firms that have been buying advertising space in the paper for a number of years. The letters all speak of the results they have secured and mention as well the standing of the paper in the Dominion. It is interesting, by way of recording newspaper history, to mention that the Gazette was founded in 1778 by Fleury Mesplet, a French printer, whom Benjamin Franklin brought to Montreal to assist in printing and circulating literature favorable to the cause of the American revolution of 1776. As Franklin's efforts in this direction did not meet with favor, he and his colleagues returned to Philadelphia, leaving Mesplet with his press and other printing equipment in Montreal. The press was set up in the Chateau de Ramesay, and on June 3rd, 1178, Mesplet published the first number of the Gazette—in the French language. Shortly afterward the Gazette appeared in English, and publication has been continued without interruption from 1778 to the present time. In 1870, the paper, at that time the property of the Montreal Printing Company, was sold to Messrs. Thomas and Richard White, then proprietors of the Hamilton Spectator. Since that time the Gazette has been the property of the White family, now represented by the Hon. Sweaton White, president of the Gazette Company.

John Glanville, for five years an official at the Toronto civic abattoir, passed away at Toronto General Hospital. In his earlier years he was for a long time a stereotyper at the office of the Toronto Globe.

THURSDAY, JULY 14, 1921

IT DOES'NT

Cost Much To Keep Yourself And Kiddies In Tub Clothes!

Every woman needs a Wash Dress for the mornings to do her shopping in or a House Dress to slip on in the mornings while working. The Kiddies need Tub Clothes, too, When playing around they are bound to get dirty. We have Tub Clothes for all at unusual prices.

Wash Dresses

Made in all the becoming styles, in the pretty Plaids or Checks and plain Chambrays. They are all pretty colorings and neatly trimmed with collars and cuffs and Vestees or small leather belts—All Sizes

Priced $5.75 Up

House Dresses

Of Print, Gingham or Chambray in the light and dark colors, with patterns most suitable for House Dresses, prettily trimmed with Collars and Cuffs and rick-rack braid — All Sizes

Priced $1.00 Up

CHILDREN'S Pretty Wash Dresses

In a wide range of patterns and colorings. These are in Ginghams, small Checks and Plaids, Middy Cloth. The Dresses made in sailor style in plain Blue, trimmed with White Braid and plain Reppe. These Dresses are all neatly trimmed with plain White Collars and Cuffs or pretty Braid effects—long or short sleeves

IN SIZES 2 TO 14 YEARS

Priced According to Size

$1.50 to $12.00

ROMPERS FOR THE CHILDREN

Rompers made of pretty Ginghams in Blue stripes and checks, plain Pink and Blue Chambray or White Pique—All Sizes from 6 months up

Priced - - - - 50c to $2.50

WASH SKIRTS

Of Pique, Gabardine and Tricotine, neatly styled, with or without pockets

PRICED FROM $3.00 UP

John Laidlaw & Son
LIMITED

Our opinion has been asked regarding this advertisement, which appeared originally in the Kingston Standard office. If all the ads carried in Canadian papers were as good there would be little reason for complaint. The compositor has been fortunate in having things to his liking right from the start. It seems that he has had just about enough copy and cuts to fill in the space and leave room for effective display and clean spacing. If there is any criticism it would come in the way of suggesting that the work was a little over-pannelled, and in this would take up a little too much time. But this has been kept under by the light character of the rules used. Then again the same style of type has been adhered to pretty much throughout the ad., and this helps to give a uniformity of display that is pleasing to the reader and valuable to the advertiser. Although it is not a heavy or black ad., and although the border is light and dainty, we believe this ad. would stand up well in any page in the paper. We consider it is a good piece of newspaper display.

Ronald W. Tuckwell, publisher of the Pilot Mound Sentinel, was secretary of the sports day in that town recently. His connection with the sports day did not keep him from attending to business, though, and he got out a well-designed programme, in which there was room to sell quite a few blocks of advertising. The idea is not a new one, but it is a good thing for publishers to keep all these old and new ideas in mind. The beauty of turning to a trick like this is that the printer has the chance to name his own price for the work, and he can generally sell all the spaces at a figure that will net him a nice little return. The work was done in black and red, and a good quality of stock was used. The way in which the rules were joined at the corners was particularly creditable, and the press work was clean with a sharp impression. The publisher who gets out and hustles with an idea is entitled to make money out of it.

Typothetae School of Printing

The Toronto Typothetae School of Printing is now in a position to receive students in monotype keyboard and caster instruction, as well as in linotype and hand composition. The school is being operated under the direction of J. L. Pepper, who is well-known to the printing trade in Toronto and elsewhere as an efficiency expert, and who has previously had considerable experience in printing schools.

A flat has been leased in the building partly occupied by the Noble Scott Printing Co., on Adelaide Street, and five monotype keyboards and four casters will be installed along with five linotype machines, and a complete equipment of type with the necessary cabinets, racks, etc., for giving instruction in hand composition. Five instructors will be engaged, and it is intended by giving students half time instruction in the school and half time actual work in the various plants to accommodate continuously sixty students. Eight weeks courses will be given in each of the four branches of the printing trade referred to, and a charge of $50 for each course will be made. The school is being financed so far as the initial expense is concerned, by the Toronto Typothetae, and the Toronto publishers, members of the Canadian National Newspapers and Periodicals Association. A committee under the chairmanship of W. H. Brigden, of Brigdens Limited, and H. V. Tyrrell, of the MacLean Publishing Company, and E. L. Patchett, of H. Gagnier, Limited, with M. J. Hutchinson, manager of the Canadian National Newspapers and Periodicals Association, as secretary, has been appointed to handle the details in connection with the operation of the school.

Applications have been received from more than 100 men and women, who are anxious to take the training provided by the Toronto srhool, so that it is not anticipated that there will be any difficulty in securing enough students to keep the school continuously filled. In the meantime students will be accepted only from those offices which are members of the Toronto Typothetae or Canadian National Newspapers and Periodicals Association.

An Interesting Point in Newspaper Libel Action

AN INTERESTING point in newspaper law came up in Vancouver, when an injunction was granted the publisher of the Vancouver World, preventing the Sun from making further comment on a property deal in which the publisher of the World was interested, at least until such time as there should have been a trial of a libel suit brought against the Sun.

Mr. Justice Macdonald, after hearing the arguments, read a considered judgment. This is given in full because it contains points that every newspaper editor should follow. Newspaper jurisprudence is very much involved in the finding:

"In this action for libel, plaintiff complains that he was defamed in two articles, appearing in the Sun newspaper on the 26th and 27th days of May last. It is alleged that these articles were falsely and maliciously published and meant that the plaintiff had improperly and corruptly procured $67,500 of the public money of the province through the sale of a certain warehouse to the government at an excessive price of $150,000. Further, that such sale was consummated as a reward to the plaintiff for political services rendered the government.

"The action was commenced on June 6 and on the day following, according to the material filed by plaintiff, the Sun newspaper outlined its defendant Cromie as its publisher. He referred to the alleged negotiations for the purpose of purchasing a controlling interest in such newspaper, and that the plaintiff stated that the local government party had decided to buy a newspaper and were prepared to purchase a controlling interest in the Sun and would pay $150,000 cash for the paper as it stood. It was stated that this offer was refused and the same afternoon the evening papers announced the purchase of the World by the plaintiff and his associates. Mr. Cromie also referred to libel actions either by the plaintiff or the government not affecting the course pursued by his paper. Objection is taken to the course that has been pursued as tending to prejudice a fair trial of this action.

"It is quite evident that the defendants have ventilated this transaction, which may be termed "The Campbell Warehouse Purchase," at great length. It is contended, in subsequent issues of the paper, that no attack has been made on the plaintiff Campbell, but that it has been confined to the government. It is a fair assumption that such criticism would continue. At any rate there has been no statement on the part of the defendants that it would cease unless restrained. It is suggested by counsel for defendants that such restraint is sought when the Sun newspaper is pressing for a royal commission to investigate the transaction and that the object to be obtained is not so much to assist the plaintiff in his action as to prevent further criticism of the government in the matter.

"While such result might ensue, if the injunction were given in the broad terms of the motion, I am not concerned in this aspect of the matter. I must consider the rights of the plaintiff in this litigation as paramount. Plaintiff deems it advisable to press the application and, in his affidavit, after referring to the numerous articles which have appeared in the Sun newspaper, since the commencement of the action, states that their publication and circulation will interfere with a fair trial of this action in view of the jury being drawn from the locality in which such newspaper is largely circulated.

"I think this matter is one of public interest, and whether it could be more satisfactorily investigated by a commission than at a trial is not material in considering this application. I declined to interfere, unless the plaintiff were prepared to pledge his oath to the untruthfulness of the alleged libellous statements.

"An affidavit to this effect has been filed. I accept it as sufficient for the purposes of this application, and creating, as it were, a prima facie case, warranting me dealing with the matter. It is, of course, accepted only to that extent and does not amount to proof that should in any way affect the trial of the action. I emphasize this point as I am anxious not to interfere with the functions of the jury or restrict the scope of the trial as outlined by counsel for the plaintiff in pressing his motion.

"Without further reference to the numerous authorities cited, I need only conclude, by saying that this is not an application for an injunction to restrain the further publication of an alleged libel, but is launched by the plaintiff, in endeavoring to vindicate his character, for the purpose of preventing the defendants from publishing any matter which might prejudice him in obtaining a fair trial before an impartial jury. He might be so affected by the course so far pursued by the Sun newspaper, since the commencement of this action, being continued. An injunction should, therefore, be granted, and an order to become effective and prevent further discussion of the transaction, prior to a speedy trial, will require to be broad in its terms.

"As to costs, as the application finally disposes of this phase of the action, the plaintiff should be entitled to the costs of the application in any event, no matter what the final outcome of the action may be. Order accordingly."

Worth-while Promotion Work

The Border Cities Star has been doing an aggressive piece of promotion work, in issuing a well-prepared booklet with the idea of acquainting national advertisers with the district comprising Ford, Sandwich, Windsor, Walkerville and Ojibway. The book goes on to show the number of banks, schools, churches, factories, factory employees, home owners, etc., and besides these it enumerates advantages that the average city does not possess. Figures given show by charts the growth of building in recent years, the programme that is lined out for the future, sets forth its advantages in being a lake port. It also makes the claim to having 165 industries located there. Then the Star, after convincing the national advertiser of the importance of the district, does not forget the real object, to promote the Star as the medium to reach that field. Many details are given regarding the make-up and service of the Border Cities Star, its circulation growth, etc., and attention is also called to the special features it carries. The whole work is well done, well planned, and should be appreciated by the national advertiser who wants to have some definite knowledge of the field the paper serves.

The Farmers' Sun has a couple more libel actions on its hands, the last pair amounting to claims for $150,000. The last writs issued are on behalf of Senator M. J. O'Brien of Ottawa and J. D. Chaplin, M. P., of St. Catharines. The alleged libel resulted from the publication of an article intimating that eight or ten members of parliament had divided some $1,200,000 between them as the result of a deal whereby Canada loaned credit to Roumania.

Printer and Publisher has received the following letter from Reg. A. Everett, editor and publisher of the Weekly Times, Toronto: "An article in your June issue states that W. N. Wilkinson is running the Weekly Times. This is not true and I will be glad if you will deny this in your next issue. Mr. Wilkinson has no connection whatever with this paper."

Saskatchewan Press Association in Session

Many Important Problems Were Under Discussion

The fifth annual convention of the Saskatchewan Press Association, which was held in Saskatoon, was voted by members to be the best in the history of the Association in every respect. Upwards of thirty members were in attendance, and it was evident that their interest was held from first to last.

A report, sent to this paper refers to the splendid attention given to the members by the authorities at the university, and mentions a few of the outstanding papers as "English, as it Affects the Daily Work of a Newspaper Man," by Professor W. D. Thomas, of the Department of English, University of Saskatchewan, as the premier address. Randolph Patton, of the Star, and W. J. Reid, the King's Printer, gave papers that were interesting. Prof. Manley Chapman, was instructive in showing what a farmer looks for in his weekly paper.

David Miller, of the Western Press, Ltd., Moose Jaw, had a very instructive paper on "System in the Front Office." While Mr. Miller was in favor of keeping complete records, he did not exactly recommend the full cost system, but he was very emphatic in demanding that every printing office have a complete system of books which would show the printer where he was at, at a moment's notice.

W. J. Keyes, instructor of the printing class at Kelvin Technical School, Winnipeg, gave an illustrated lecture, which was very instructive. He used plates of what he considered model newspapers and the other kinds. He used plates showing the ideal treatment of type, in setting advertisements. No doubt many of those present gained considerable knowledge by listening to this splendid address.

Walter P. Confarr of Minneapolis, speaking on "Cost of Printing," made special reference to the "Li'l Black Book" or the Franklin Printing Price List, in a one-hour address. It was quite evident that he could have gone on indefinitely speaking on the proper charges for printing. Certainly those who heard the address would go away in the full determination that they would in the future get a fair price for their work.

F. W. G. Sargant, editor of the Kamsack Times, was sure the news editor should be on the salary list, and he explained how it could be done, and should be done.

On the evening of this day the University entertained the visiting editors to a banquet. James Clinkskill, president of the Board of Governors, acted as chairman and chief host. The principal speaker at this event was Walter P. Kirkwood, of the University of Minnesota. Mr. Kirkwood was very interesting on the topic, "Our Profession, Its Creed and Opportunities." He made a strong appeal for a higher code of ethics in work. The following was brought to the attention of the members as being the code adopted by the Missouri Press Association at their annual meeting this year:

> "In every line of journalistic endeavor we recognize and proclaim our obligation to the public, our duty to regard always the truth, to deal justly and walk humbly before the gospel of unselfish service."

On Saturday, the last day of the convention, the speakers were E. N. Carter, of the Wilkie Press; Alex. Dunlop, of the Neepawa (Man.) Press; S. N. Wynn, now president, and editor of the Yorkton Enterprise. All three were interesting and instructive.

The day before the convention proper opened, the executive committee met to pass the accounts and the financial statement of the Association, covering the past year's operations. This statement showed the total receipts for the year of $11,247.71, and expenditures of $10,800.05, leaving a balance on hand of $1,104.66. This in itself is an indication of the work that is being carried on. At the conclusion of the discussion on the matter of establishing an advertising agency the following resolution was passed unanimously, being moved by W. W. Smith and seconded by S. N. Wynn:

"That this executive of the Saskatchewan Press Association report to the convention in favor of a continuance of the advertising work as carried on during the past year; that the funds on hand and as earned from future operations, be utilized at the discretion of the executive in paying for the services of a secretary for such time as the funds permit; that the secretary's time be devoted to developing new advertising business for the Association, and such other work as in the opinion of the executive shall further the general interests of the Press Association of Saskatchewan. Further, a committee consisting of R. G. Ashwin, S. N. Wynn and T. E. Scriver, be given authority to enter into arrangements with the Alberta and Manitoba Associations, for co-operation in the matters suggested. The said committee to report to the Executive of the Association."

The Manitoba delegates, when the matter was discussed, were very much in favor of organizing a stock company to take over the business and operate as extensively as was possible. This company was to be composed of the members of the Press Associations of the three provinces, Saskatchewan, Alberta, Manitoba and British Columbia.

Election of Officers

The election of officers resulted as follows:

Past President: T. M. Marshall, Weyburn Review.
President: S. N. Wynn, Yorkton Enterprise.
Vice-president: J. McDonald, Unity Courier.
Secretary-treasurer, R. G. Ashwin, Milestone Mail.

Executive committee: F. W. G. Sargant, Kamsack Times; C. R. McIntosh, North Battleford News; E. N. Carter, Wilkie Press; T. E. Scriver, Wolseley News; H. T. Halliwell, Estevan Progress.

Representatives to the Canadian Weekly Newspapers' Association: the president and secretary-treasurer.

The meeting was attended by J. R. Lowe, editor of the Chaplin Outlook, who is the oldest editor in Canada, if not in the world, having started his paper at Chaplin last year, at the age of 81 years. Mr. Lowe is a veteran of the Civil War and still draws a pension. He was given very hearty applause when on the discussion of the stock company for the advertising scheme, he stated his wish to buy the first share of stock, when the company was organized.

Among the resolutions passed by the meeting was one that employing job printers should be admitted as full members of the Association. F. W. Fowler, of Saskatoon, was the first job printer to make application, and was accepted as a member.

If present plans materialize, says a report, North Bay will have a daily paper before long. The town council agreed to rent the toy factory, a building owned by the municipality, to The Daily Nugget, Cobalt, for threee years from August 1, and it is reported the paper will be operating here by the first of September. The Nugget has been published as a daily since 1909.

Entertained While in England

DURING his stay in England, W. Rupert Davies, who was then the president of the Canadian Weekly Newspaper Association, had an opportunity of meeting many of the Old Country publishers, not a few of whom had been in Canada last year attending the meeting of the Imperial Press Conference. The London Daily Telegraph gives the following report of a luncheon at the Holborn Restaurant in honor of the Canadian visitor:

W. RUPERT DAVIES

"Mr. W. Rupert Davies, chairman of the Canadian Weekly Newspapers Association, was entertained at a luncheon at the Holborn Restaurant jointly by the Newspaper Society and Empire Press Union. Mr. Valentine Knapp, as president of the Newspaper Society, occupied the chair, supported by:

Viscount Burnham, president of Empire Press Union; Mr. Robert Donald, LL.D. chairman of the Union; Sir Harry Brittain, LL. D., M.P., Sir Emsley Carr, News of the World; Sir Arthur Holbrook, M. P.; Mr. Frank Bird, secretary of the Newspaper Society; Mr. A B. Calder, Canadian Pacific Railway; Mr. J. A. Drewett, Surrey Comet; Mr. Walter Harrison, Surrey Advertiser; Mr. H. E. Harry, Kentish Mercury; Mr. Percy Hurd, M.P., The Star, Montreal, and Canadian Gazette, London; Mr. F. J. King, Ealing Gazette, London; Mr J. S. Macdonald, Farmer and Stock Breeder; Mr. Percival Marshall, president British Association of Trade and Technical Journals; Dr. Ellis T. Powell, Mr. Rayner Roberts, Batley News; Mr. F. Crosbie Roles, The Times of Ceylon; Mr. George W. Taylor, Essex Weekly News; Mr. H. E. Turner, secretary the Empire Press Union, and Mr D. W. Vick of the Daily Mirror and Leeds Mercury.

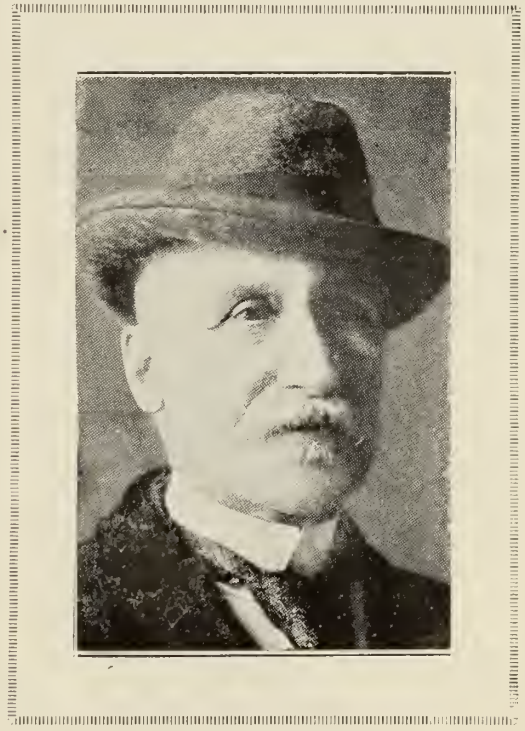
Mr. Valentine Knapp, proposing the health of Mr. Davies, said he had highly appreciated the courtesy of their guest and of the Canadian Weekly Newspaper Association in affording him during the visit of the Imperial Press Conference an insight into the conditions and aims of the weekly press of the Dominion.

Viscount Burnham, in welcoming Mr. Davies to England on behalf of the Empire Press Union, referred to the reconstruction of that body, by which weekly newspapers and periodicals were to be admitted to membership. He spoke also of the memorable tour of Canada by the Second Imperial Press Conference last year, during which the delegates had the pleasure of meeting Mr. Davies and acquainting themselves with the weekly newspaper press of Canada.

Mr. Rupert Davies, responding, heartily thanked his hosts for the opportunity of meeting again many of his friends amongst the British press. He remarked that it had surprised him to find in England towns of more than 60,000 inhabitants which did not possess a daily newspaper. In Canada few towns of a population of more than 15,000 were without at least one daily paper. While the work of the Canadian weekly press, in chronicling the events of their localities, was apt to appear insignificant by comparison with that of the dailies, he contended that in their sphere they wielded considerable influence, and discharged a necessary public service. (Hear, hear.) They were read with attention by newcomers from the Old Country, and enabled them more easily to adjust themselves to their new life. He suggested that an interchange of newspapers between editors of the weekly press of the United Kingdom and of Canada would be of general advantage. In this way each could obtain useful information. On behalf of the Canadian Weekly Newspaper Association he cordially welcomed the extension of the Empire Press Union's membership to the weekly press. He could assure them that the weekly newspapers of Canada were second to none in their fidelity to British ideals and in loyalty to the Crown.

Half Century at Chatham Planet

THERE are very few records of long service that can equal that of Andrew Pike, who for over half a century has been connected with the Chatham Planet. Mr. Pike and his wife have returned recently from an extended trip to Western Canada, where Mr. Pike had an opportunity of calling on a large number of Chatham old boys who are located in various parts of that country. Andrew Pike has been around the Planet office so long that the place wouldn't seem just right



ANDREW PIKE

without him. It may be that there are a few odd things around the place that he can't turn his hand to, but they are not numerous. He can get out and sell job printing and advertising space, and sell these commodities in good measure. Mr. Pike is the oldest employe around the institution, and one of the best known men in the county of Kent. During a court hearing in Chatham a few years ago the late Chief Justice, Sir Glenholm Falconbridge, commented upon the number of employees of the Planet who have had long and continued service on that paper, stating that he had never in all his life heard of a more remarkable record. Mr. Pike, in point of unbroken service, heads the list.

This was the first trip Mr. Pike had made to the west, and he expressed himself as thoroughly delighted not only with the west, but also the people he met there.

A Voice From the West

The following letter has been received by this paper from the office of the Provost, (Alberta) News:

Editor Printer & Publisher:

Sir:—I congratulate you on the excellence of the P. and P. for July, copy of which reached our office today. The great spirit of co-operation that is daily growing among

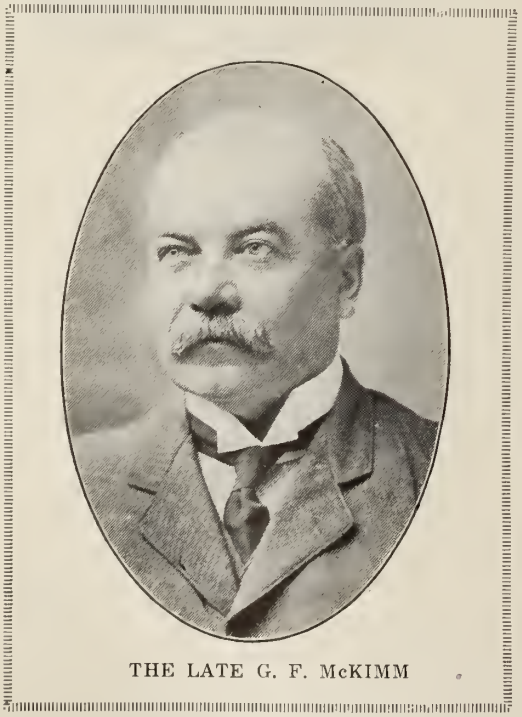
newspaper offices from coast to coast keeps up its momentum a great deal because of your bright and instructive magazine. While it is meant for members of the craft primarily, I do not hesitate to loan it to some of our best advertisers who are interested in the typographical appearance of their ads, or of the paper in general. We, on the paper, pride ourselves that we have among the merchants and business men of this town a very good percentage of men who really know in the full sense all about the line they specialize in, whether it is in dry goods, clothing, groceries, lumber, farm implements or automobiles. If we are any judges of local advertising, they write good, seasonable and topical ads.

A little "stunt" that we lately inaugurated here that is paying out in a remarkable way is a bulletin board. It may seem a joke to some, a small town paper with a bulletin board, but the board has already proved its paying qualities in many ways. We do not use it like the city dailies to chronicle world happenings, but it is always in use nevertheless as a local publicity medium. It is double-sided and for instance today two of the items chalked up read "Baseball tonight—Macklin vs. Provost. 6.30 p.m., and Royal Theatre Tonight—Special Picture—Alice Lake in Body and Soul," etc. We get requests for space on it from all over the district, and most of them are phoned in. The charge is only nominal, where printing has been done for the different events. Our whole idea is in giving our supporters increased service. A big six-day Chautauqua was just completed here. The whole publicity was put in our hands, and when it is considered that the census commissioner in town, who recently completed his rounds, found exactly 465 souls in the immediate confines of the town, and that some of the Chautauqua performances drew over 1800 people, it will be seen that the News didn't exactly fall down on the publicity end.

THE PROVOST NEWS
W. D. MacKay, Editor and Publisher

Tribute from His Business Partner

WRITING in a recent issue of the Smiths Falls Record-News, and signing it "His Business Partner," a warm tribute, based on personal friendship and business dealings, is paid to the memory of the late G. F. McKimm, who for "the past five and thirty years had guided the destiny of the



THE LATE G. F. McKIMM

Rideau Record and the Record-News." The writer of the appreciation goes on to say: "He was a big man with a big heart, and Smiths Falls on the day of his death, and on the day of his funeral showed that it surely mourned one of its best citizens. He loved miths Falls and he loved its people and everything he ever wrote or said was with the one object —for its betterment and advancement. He was an unselfish public man and never spared himself in any way on behalf of the town and its welfare. Thirty-five years ago Mr. McKimm came to Smiths Falls and started the Rideau Record, since which time he continued to conduct it with dignity and fearlessness until the News was bought and the amalgamation of the two papers took place two years ago. Then the business was made into a limited company, with Mr. McKimm as president, and everything was going along to his satisfaction and liking. He had been chairman of the Library Board for years and it was chiefly through his efforts that the beautiful Carnegie Library was donated to the town. He was president of the town band and on several occasions contested the riding in the Liberal interests for the Federal House. He was a consistent member of the Methodist church and always most deeply interested in anything and everything connected with it. In fact his family and home, his office and the church were the things in life he loved the best. . . In simple justice to his undying memory we are bound to say that he came as near putting first things first as anyone we ever knew. There is great sorrow in the home from which he was so suddenly taken, an ache in the hearts of those who remain, and there has been no dearth of evidences of sorrow in many homes because of the greater sorrow in one. Thirty years ago he was married to Miss Helen E. Frost, daughter of the late James Frost of Smiths Falls, who with two sons, Charles Harwood, barrister, and F. Gordon, teller in the bank of Nova Scotia, and one daughter, Helen, graduate nurse, are left to revere the memory of a most devoted husband and loving father.

FOLLOWING the assumption of the managing directorship of the Edmonton Journal by John M. Imrie, formerly manager of Canadian Daily Newspapers Association, certain changes in the organization and management of that newspaper have been announced.

JOHN IMRIE

A new company will be incorporated under Alberta laws, and the head office of the company will be in Edmonton. The directorate will be enlarged to include, in addition to Mr. Imrie, Messrs. Charles R. Morrison, Arthur Yockney and A. B. Watt. The new directors and George B. Cooper have acquired stock in the new company.

C. R. Morrison, who for ten years has been first news editor and later managing editor of the Journal, will remain with that newspaper, and will be assistant general manager of the company. Mr. Yockney will be secretary-treasurer as well as business manager, A. B. Watt will be in the future, as in the past, editor in charge of the editorial page. George B. Cooper continues as advertising manager, and Harry Fuller as circulation manager.

Mr. Singleton of London has purchased the Ailsa Craig Banner.

Oliver Watson, of the Watson Press, Peter St., has accepted a position as superintendent of the Croft and Wright Co., Toronto.

The Alliston Herald took a two-weeks vacation this year, during which time there was no paper issued from that office.

Walter Gunn, formerly Toronto manager for McConnell & Ferguson, has taken the position of advertising manager for the London Free Press.

In its issue of July 14 the Collingwood Bulletin refers to the fact that it has started its 52nd year of publication. It has served its district and town well and as a result has enjoyed a good measure of success. Mr. William Williams is president of the Bulletin Company, and his son, Mr. David Williams, secretary.

J. Birnie Smith has been appointed manager of the advertising department of the London Advertiser. Mr. Smith was born in London, and has lived there the greater part of his life. He started his business career in the office of a London financial institution, and afterward accepted the position of assistant to the city clerk. While in this position he was attracted by the newspaper world, and joined the staff of the circulation department of the Advertiser. Later he was transferred to the advertising department. For the past five years he has worked in the advertising department of the Free Press under H. B. Muir, who has been appointed vice-president and managing director of the Advertiser.

The publishers of The Daily Nugget at Cobalt announce the removal of their place of publication from Cobalt to North Bay, where they will issue a morning paper, commencing on or about September 19th next. This move is made in order to the more expeditiously and efficiently serve Nugget readers and advertisers. Advantage is being taken of unequalled train service east, west, north and south from North Bay. The Nugget will be in a position, when located at the latter town, to give the people of Northern Ontario even a better service than at present, for the reason that it will be possible to take a news service from all points of the district up to and after midnight, and the papers can be distributed to all parts of Temiskaming and Nipissing through the medium of the early morning trains. The Nugget is making arrangements for a considerable extension to its telegraphic service, as well as local and district news, and with the greater area to be covered, its field and influence can easily be doubled. The job department of the Nugget, according to the announcement sent out by the company, is also going to be considerably enlarged.

After a lengthy illness of three years' duration, Mr. Harry W. Leggett, of Ottawa, died on the 11th of July, in his 47th year. Mr. Leggett's work as typographer and letterer is well-known to all the printing trade of Canada and United States. He was born in Renfrew, Ont., and went to Ottawa some twenty years ago, on the staff of the British-American Bank Note Company, and afterwards on the civil service staff of the Interior Department. His work has been favorably reviewed in all the printing journals of the continent, and he was successful in winning several prizes in open competition. As a letterer he was acknowledged to be one of the best exponents in Canada. He was a lover of all things beautiful, and this was the axis upon which all his work was based—simplicity, symbolical of beauty. The funeral was representative of the respect which was paid to his memory. Floral emblems from the printing trades of Montreal and Toronto, his colleagues in the government service, and also from personal friends, were prominent reminders of the unanimous feelings of all. Of a genial, unselfish disposition, his loss will be mourned by many who have come in actual contact with him in the printing and allied trades. Surviving him are his widow and one daughter aged twelve years.

MARITIMES

Frank H. Beattie, North Sydney representative of The Sydney Record, has returned from an enjoyable vacation spent in the Annapolis Valley.

William T. Connolly, foreman of the Glace Bay Gazette mechanical department, was Cape Breton's representative at the Typos convention in Quebec.

The Glace Bay Gazette has taken over its new quarters in the Commercial Hotel, purchased by the paper some time ago. The passing of the Commercial leaves Glace Bay practically hotel-less.

Fred D. McGuire, who was for about a year on the reportorial staff of The Sydney Post, has returned to his home in St. John to study law. His father is a member of the recently appointed N. B. vendorship commission.

Joe McDonald, editor of the Glace Bay Gazette, is a man of iron. After holding down the desk on the Gazette all day, he travels 18 miles to Sydney and gets out the morning edition of The Post. Then he hikes back 18 miles to the Bay to be ready for the Gazette. When he sleeps is the prize mystery of Cape Breton Newspaperdom.

Harold Lawson, for some years a reporter for The Daily Times, Moncton, has resigned to take up other work. Major T. H. O'Brien, M.C., is back on The Times reportorial staff after several years overseas, and James Humphrey has joined the ranks of the cubs on the same paper.

J. Sutton Boyd, editor of the Moncton Times, is slowly recovering from a severe illness which has kept him away from the office for many months. During his absence, George W. Maddison is acting editor of The Times.

John T. Hawke, editor of The Moncton Transcript, who suffered a severe paralytic stroke about a year ago, continues to mend slowly. His general health is good, and he is able to walk, read and understand perfectly everything that is said; but he can neither write nor speak, a peculiar aggravating situation to a man who has been always accustomed to take an active and often belligerent hand in local issues of all kinds.

A Maritime newspaper romance culminated at Truro, on July 30, in the marriage of Miss Lenna Dora Ayer, of The Moncton Transcript, to H. B. Jefferson, news editor of The Sydney Record. The bride is the second daughter of the late H.H.Ayer and Mrs.Ayer,of Moncton.Her father, a former mayor of that city,died quite suddenly last year at Montreal where he was a Special Auditor for the Canadian National Railways. Miss Ayer has been for some years confidential assistant to John T. Hawke, editor and proprietor of the Transcript, the staff of which presented her with a silver tea service. H.B.Jefferson began his newspaper experience with The Moncton Times and Transcript, later going to The Halifax Herald and other papers. For the past three years he has been news editor of the Sydney Record and Cape Breton representative of the Dennis publications and the Canadian Press Limited. The staff of The Record presented Mr. and Mrs. Jefferson with a handsome walnut tea wagon.

An Authoritative Publication

A volume of outstanding merit has been issued by the Commercial Engraving Publishing Company, of Indianapolis. The work has been compiled and edited by Chas. W. Hackleman, manager of the company issuing it. The scope of the book is unusually wide, and some little idea of the various matters dealt with can be gathered by a glance at the contents. Sections deal with: Copy and its preparation, relief processes of engraving and printing, surface processes of engraving and printing, Intaglio process of engraving and printing. Then there are such sections and matters as: "Printing Inks and the Harmony of Colors," "Embossing, Stamping and Cutting Dies," "Envelopes," "Bookbinding," "Mailing Lists and Postal Information." There are almost 700 pages in the volume, and all the information is of a most practical character. The book would be of equal value to the engraver, the pressman, the compositor or the publisher. It is profusely illustrated throughout, and would make a valuable addition to the library of any printer or publisher who is seeking to build up his reading matter on substantial and practical lines. The publisher of the volume, in his foreword states that "It has been the aim in compiling Commercial Engraving and Printing to assemble in one volume, a fund of non-technical, practical and trustworthy information, illustrations and other data pertaining to the engraving, printing and other allied trades. This is designed to be instructive to the novice, and helpful to those who buy or sell printed matter, or any of the materials entering into this product, and to assist in a small way in standardization in the making and handling of orders."

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No. 480—7 x 11 Gordon, with throwoff, treadle, and power fixtures.
No. 484—7 x 11 Beaver Gordon, with throwoff.
No. 493—7 x 11 Gordon with treadle.
No. 510—8 x 12 W. & B. Gordon, with treadle and power fixtures.
No. 487—10 x 15 John Thompson Colts.
No. 507—10 x 15 Gordon, with throwoff, treadle and power fixtures.
No. 517—10 x 15 Gordon, with throwoff, treadle and power fixtures.
No. 490—Baby Autopress, size 11 x 17, nearly new, speed 4,500.
No. 496—No. 3 Bench Steel Die Embossing Press, size 3 x 2¼, new.
No. 438—13 x 19 Gordon, with throwoff, power fixtures, set cast rollers, extra set roller cores, extra value.
No. 486—18 x 22 Caxton Platen.
No. 513—10 x 33 Roller Proof Press.
No. 514—10 x 33 Roller Proof Press.
No. 439—19″ W. & B. Lever Cutter, almost new.
No. 488—26″ Golding Lever Cutter, nearly new.
No. 497—19″ W. & B. Lever Cutter.
No. 502—16″ Challenge Lever Cutter.
No. 442—24″ Rosback Foot Perforator.
No. 471—Hansen Power Perforator.
No. 472—30″ Stimpson Foot Perforator.
No. 492—24″ Franklin Foot Perforator.
No. 461—32″ Piper Faint Line Ruling Machine.
No. 512.—No. 7 Brehmer Stitcher.
No. 503—Book Chase, 31⅞ x 48, both bars shifting.

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Good book papers are not necessarily expensive papers. Our Coated Book and Litho Papers combine economy with fine printing quality. Unexcelled for half-tone and color work.

WHYTE PAPER CO.
LIMITED
55 BAY ST., TORONTO

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

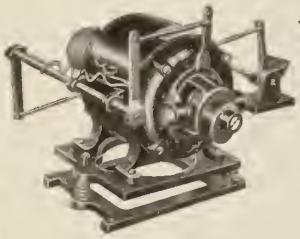
Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

W&B NEW IMPROVED GORDON PRESSES

BUILT IN THREE SIZES

8"x12", 10"x15"
13"x19"

THE lowest priced, high-grade, job press on the market. It will earn more money in proportion to the amount invested than any platen press made. It is just as fast, more capable and unapproached in simplicity and economy in operation. The best materials obtainable are used, and the workmanship is the highest class.



W&B KAZOO FRICTION DRIVE FOOT CONTROL

variable speed motors for job presses. No rheostat or resistance coils. You get any desired speed and can start or stop by simply pressing the foot lever. ¼ H.P. $100.00. 1-3 H.P. $105.00. F.o.b. Toronto, complete with spring base and foot control all ready to serve you. 110 volt, 25 and 60 cycles only. Always state voltage and cycle. We guarantee satisfaction.

WESTMAN & BAKER LIMITED

Engineers—Manufacturers—Distributors

PRINTING MACHINERY AND EQUIPMENT

ESTABLISHED 1875 W. T. Johnston, PRESIDENT

TORONTO MONTREAL

"THE Canadian Printer & Publisher," Canada's National Printing Trade Journal, has been one of the dominating influences of the trade for the past thirty years.

To those who wish to keep in close touch with any phase of the printing and publishing trade "The Canadian Printer & Publisher" gives information that is invaluable; information that is compiled by a staff that keeps in close touch with the allied trades.

In the past, printers and publishers bought their equipment from the nearest manufacturer, not considering the price and quality to a very great extent. Now that we have entered a new era in which publishers are buying the best at the lowest possible price, a guide to buying economically and sanely is absolutely necessary. A **good** guide is the advertisement section of this magazine.

Employees will find "The Canadian Printer & Publisher" a means for improving their efficiency. Splendid technical articles appear frequently, from the pen of leading artists and writers.

The subscription price is $3.00 ($3.50 in U.S.A.) per year, which is in reality a small investment, for in time the information derived from this journal will help to make a success of your business and every-day work.

THE CANADIAN PRINTER & PUBLISHER

143 University Ave. TORONTO, ONT.

Printers Wanted

We still have a few vacancies for compositors, stone men and linotype operators. The nature of our business offers advantages beyond those of the ordinary printing establishment. Many former employees of our mechanical department are to-day occupying highly-paid positions in our editorial and selling departments. The General-Manager himself was formerly a compositor. The scope for advancement is thus practically unlimited.

We have definitely adopted the open shop principle, and neither now nor in the future will any discrimination be shown against non-union employees.

For men desirous of getting into the ad-writing profession the composing room training offers an excellent opportunity. Among other advantages the business offers are opportunities for taking various training courses, our welfare and nursing service, group insurance (minimum $1,000) for men, and steady work the whole year round.

Apply at once personally or by letter to the Employment Department

The MacLean Publishing Co., Ltd.

TRADE AND TECHNICAL NEWSPAPERS AND MAGAZINE PUBLISHERS

143 University Avenue, Toronto

FINAL DISCONTINUANCE SALE

We are offering our entire stock of MACHINERY and other ACCESSORIES at BARGAIN PRICES since we will POSITIVELY DISCONTINUE the sale of used items. These goods are all overhauled and in good working condition. No reasonable offer refused, as they must be disposed of quickly.

LITHOGRAPHIC MACHINERY

OFFSET PRESSES—
Potter—Sheet size, 28 x 34 (overhauled), equipped with automatic pile feeder.
Scott—(2) Sheet size, 34 x 46 (brand new), equipped with automatic pile feeder and delivery.

STONE FLATBED PRESSES—
R. Hoe & Co.—No. 3 Stone, size 31 x 43.
R. Hoe & Co.—No. 5 Stone, size 40 x 60.

IRON BED—
R. Hoe & Co.—Size 38 x 59 for stone press.

LITHO TRANSFER PRESS—
R. Hoe & Co.—Size of bed 37 x 52½.

STONE GRINDING MACHINES—
Fuchs & Lang—Size of stone 30 x 44.
Fuchs & Lang—Size of stone 44 x 64.

DIE PRESS—
Lloyd—Upright head, 33 x 18.

EMBOSSING PRESS—
T. W. & C. B. Sheridan—4 rod upright, size 26 x 36, with sliding plate.

BRONZING MACHINES—
Fuchs & Lang—Sheet 14 x 25.
Fuchs & Lang—Sheet 22 x 28.
Fuchs & Lang—Sheet 34 x 50.
Fuchs & Lang—Sheet 44 x 64.
Robert Mayer—Sheet 20 x 35.
Kohlbach—Sheet 42 inches wide.

FLAT BRONZE DUSTING MACHINES—
Fuchs & Lang—(2) Sheet 25 x 38.
Fuchs & Lang—(2) Sheet 36 x 48.

INK GRINDING MILL—
Kent—Three roller water cooled, 30 x 12.

PAPER BOX MACHINERY

POWER GLUE MIXER—
S. & P.—Diameter of bowl 20 x 30, geared, with mixing blades.

HAND CARTON GLUERS—
Width of rollers 10 inches.
Width of rollers 20 inches.
Width of rollers 40 inches.

AUTOMATIC FOLDING & GLUEING MACHINES—
International—(3) Type F. C., range 1½ to 16 inches folded.
Staude—Type OO, range 2½ to 16 inches folded.

FLAT CUTTING AND CREASING PRESSES—
Hartford—No. 1½, size 22½ x 30¼ (brand new).
Hartford—No. 3, size 27 x 40.
Thomson—No. 2, size 26 x 38 (eccentric action).

CYLINDER PRESSES—
Whitlock—Single color, bed 29 x 42, gripper finger delivery.
Huber—Two color, bed 39 x 52, front fly delivery.

TYPE HIGH STEEL CHASES—
One lot of varied sizes, skeleton.

HALF TYPE HIGH FORM CHASES—
Special lockup form chases for electrotypes, size average 40 x 52.

PATENT BLOCKS—
Wesel—Final base sections 23 x 32 and register hooks.

FINISHING MACHINERY

PAPER CUTTING MACHINES—
T. W. & C. B. Sheridan—36 inches auto clamp power.
Acme—44-inch self clamp power.

KNIFE GRINDING MACHINE—
Seybold—Automatic slot, 61½ inches.

BEVELING MACHINE—
Special built power beveler for cards and calendars.

CHECK END PRINTING MACHINE—
Hoole—Foot power.

NUMBERING MACHINE—
A. G. Burton—With two seven figure heads, foot power.

PERFORATORS—
Carver—Rotary square perforation.
Stimpson—Round hole perforation.

PUNCHING MACHINE—
Rosback—Power with eight round hole and slot heads.

WIRE STITCHING MACHINES—
Latham—Monitor No. 2R, capacity ⅜ inches, power.
Morrison—Perfection flat No. 8, capacity 1 inch, power.

MISCELLANEOUS ITEMS

LITHOGRAPHIC STONES—
170—Grey, size 12 x 16.
186—Yellow, size 18 x 24.
9—Yellow, size 26 x 36.
5—Yellow, size 26 x 38.
12—Yellow, size 28 x 38.
1—Yellow, size 30 x 40.
1—Yellow, size 35 x 50 (slated).
2—Yellow, size 36 x 52 (slated).
One lot of slated thin stones up to 36 x 52.

ENGRAVER'S RULING MACHINES—
Fuchs & Lang—Self counting.
Robert Mayer—Self counting.

REDUCING AND ENLARGING MACHINES—
(2) Foreign make.

COPYING CAMERA—
Anthony—With stand, size 17 x 17.

ZINC PLATES—
1500—(used) size 22½ x 30, to fit Harris offset press.

BUNDLING MACHINE—
Seybold—(Power) head 11 x 14.

ROUTING MACHINE—
Royle—Radial arm.

FOLDING MACHINES—
Dick—Two parallel sheet, 10 x 12, with motor.
Universal—Two right angle and parallel sheet, 12 x 18, with motor.
Omaha—Single fold (power), sheet 19 x 25.

MONOTYPE—
Lanston—Castor with Style C keyboard.

MOTORS AND STARTERS—
Various H.P. and speed adaptable for printing presses.

LITHOGRAPH & PRINTING EQUIPMENT CO.

J. A. HOLLAND, Proprietor

230 TO 234 WEST 17th STREET NEW YORK

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

WANTED

COMPOSITORS

TORONTO SATURDAY NIGHT HAS RE-organized its mechanical staff and is now operating as an Open Shop with non-union foremen. We shall soon occupy our new Composing Room which will be one of the largest and most up-to-date in Canada, and shall be needing, from time to time, the services of skilful ad setters and job compositors. Write us in confidence about yourself and your present work and we shall keep your name on fyle ready to put you in touch with opportunities that occur in our plant from time to time. Saturday Night Press, 73 Richmond Street., West, Toronto.

GENERAL JOURNALIST WANTS WORK: Editor, Reporter, Circulation, Advts. Wide experience before war, since "free lancing." Seeking weekly, trade journal or daily opening west Winnipeg. Congenial position more than large salary. Just here from Montreal. Going remain, desirous settling down quickly. Will consider anything: livable wages. Edward Ward, General Delivery, Winnipeg.

MONOTYPE KEYBOARD WANTED—Advertiser would like to receive full information regarding Monotype Keyboard in good condition. Give full particulars as to condition of machine, how long it has been in use and best price for cash. Box 8, 15, 21. Printer and Publisher. P.F.P.

ADVERTISING COPY WRITER WANTED. Progressive Canadian newspaper in city of 70,000 has opening for Canadian who can write and sell the sort of copy that moves merchandise. Salary to fit ability. Wire or write Pierre C. Starr, 1457 Broadway, New York.

Help Wanted
or
Will Sell Newspaper

Failing health compels me either to dispose of The Carlton Observer or to take in a partner to share the burden. Equipment consists of 7-col. quarto Potter, No. 5 linotype with extra magazine, Anderson folder, 7 x 11 Pearl, all of which work like new and have never had a broken part; 10 x 15 Gordon, 26 inch W. & B. cutter and abundance of other material and small tools; also two-storey wooden building and lot. To purchase the whole thing to-day would cost $20,000. (Figure it up and see). Will sell the whole thing for one-fifth the price down. If I do not sell I want a man who has had a successful career in running a small town weekly who is worth $50 a week. He should have a practical knowledge of the mechanical end and be able and willing to take off his coat and "go to it" when occasion demands, but before soiling his own hands he must see that those who are paid to do the mechanical work are producing as they should. The man must be able to look after business details and go among our customers and get all the trade we should get, both advertising and printing. He must have a likeable personality and have a nose for news and ability to write it up. In fact he must be a cracker-jack, with force and pep. Such a man as will suit me may not be on the earth, but I am hoping to find one in Canada. He may consider himself worth more than $50, which will not matter if he can prove his worth. Write all particulars quickly, as I am just "hanging on" and may croak before you can get here, which would be disastrous. FRED H. STEVENS, Hartland, N. B.

FOR SALE

FOR SALE — THE LIVEST WEEKLY newspaper and job plant in the middle West. In seven years from a small shack to a $10,000 establishment. The "Chauvin Chronicle" is fully described in May PRINTER & PUBLISHER. Model 8 Linotype, 2 presses, up-to-date equipment. New building. Owner must go East. Will sell at sacrifice. Write to L. D'Albertanson "The Chauvin Chronicle," Chauvin, Alberta.

FOR SALE—10 x 15 GORDON, WORKING every day; set 7-col. and 5-col. chases. The Observer, Hartland, N. B.

FOR SALE — 11 x 16 KELFREY HAND Printing Press. Price $150. Apply Box 1821 Canadian Printer and Publisher. p.10p.

WANTED

WANTED TO PURCHASE—GOOD WEEKly newspaper and job business in thriving Canadian town. Location immaterial. Can pay eight to ten thousand cash. Reply should contain full information as to circulation, job and advertising patronage, plant, etc., and statement of business showing net profit for past twelve months. Address in first instance Box 17821, Printer and Publisher.

WANT PRESS 12 x 18 OR LARGER. THE Observer, Hartland, N. B.

YOUR DEPARTMENT OF SERVICE
Printer & Publisher
Classified Advertisement Section
143 University Ave., Toronto
Phone: Adelaide 5740

If you know anything about PRINTING

We have a place for you!

WE are anxious to secure men and women who know something of the printing business and want to complete their training under the best modern conditions. Our plant, one of the largest and best equipped in Canada, gives excellent opportunities for those who have begun, to finish learning the industry. A clean, splendidly lighted new factory, cafeteria, rest rooms, employees' welfare committee and other helpful features assure the best working conditions.

Compositors and Linotype Operators,
either qualified or with some experience are specially wanted.

48-hour week. Open-shop conditions. Salary of $36 to thoroughly qualified employees. Those learning will be honestly paid what they are worth.

Apply at once by letter or personally to

The RYERSON PRESS

Methodist Book and Publishing House

Queen and John Streets, TORONTO

Ambitious Comps Wanted

We still have a few openings for linotype operators and compositors who are anxious to be associated with better printing and who would like the opportunities of advancement that are offered in our shop. Our compositors have always interesting "copy" before them and new and instructive "lay-outs" are handled continuously. In fact, we can offer ideal working conditions, excellent wages and every chance for the display of skill and ability.

Our Ad Writing and Illustrating Department is made up from our brightest printers. In this department they obtain $50.00 per week upwards.

The printing of business publications is steady, and a satisfactory workman is assured of continuous employment, regardless of business conditions in the printing trade.

When writing give full particulars as to experience and whether we can rent a room or a house for you in this city. Address letter to Manager, Mechanical Department.

Hugh C. MacLean Publications

349 West Adelaide Street, Toronto

Publishers of the following well-known papers: Canada Lumberman, Contract Record and Engineering Review, Electrical News, Footwear in Canada, Canadian Woodworker & Furniture Manufacturer, The Commercial, Western Canada Contractor & Builder, Western Canada Coal Review and the Western Lumberman. Offices at: Winnipeg, Vancouver, Montreal, Chicago, New York, Boston and London, England.

COMPOSITORS WANTED

Open shop 48 hour week $36.00, also Foreman to take full charge, and Keyboard and Monotype Caster Operators.

APPLY

R. G. McLean, Ltd.
26-34 Lombard St., Toronto, Ont.

READ THE
CONDENSED
ADVERTISEMENTS
ON PAGES 48--49

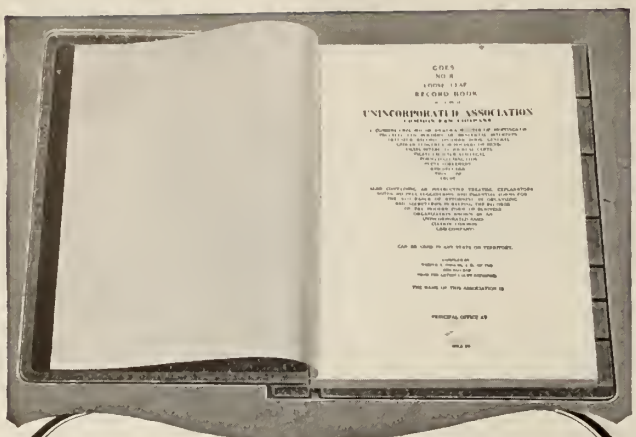
MONOTYPE COMBINATION OPERATOR WANTED

as Instructor in the Toronto Typothetae School of Printing.

Good position for a first-class printer, who has had several years' experience as a combination Monotype operator.

Apply by letter to

TORONTO TYPOTHETAE
17 Bay Street, Toronto, Ont.



Go to Goes for

The Goes Loose-Leaf

Common Law

Record Book

No. 8

(Compiled by a member of the Chicago Bar)

A text-book and a reference-book containing an instructive treatise and many helpful suggestions and forms essential during the organization, and, later, in keeping the records of an Unincorporated Association (Common-Law Trust). Forms similar to those contained in The Goes Corporation Record Books, but made to fit the needs of a Common-Law Trust, are provided.

Just Published *Write for descriptive matter*

The Goes Printers' Helps

also include

Common-Law Certificates *Bond Blanks*
Stock Certificates *Diplomas*
Bordered Blanks *Certificates of Award*
Bound and Loose-Leaf Corporation Record Books

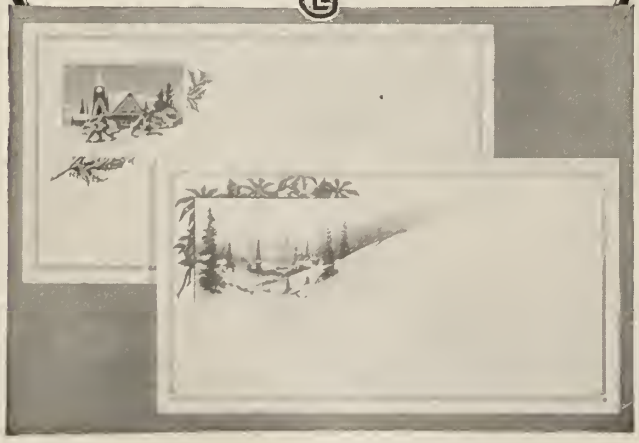
and

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards
Lithographed Calendar Pads

Designs prepared especially for Holiday publicity, similar to those illustrated below, are now available.

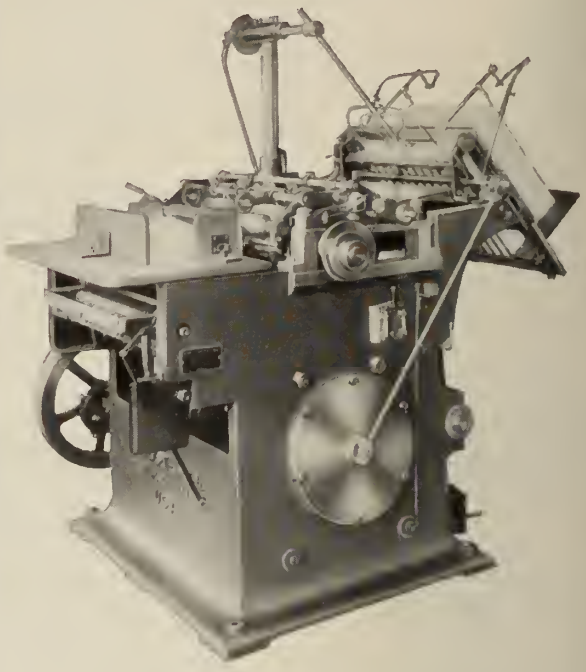
Samples and prices of all of The Goes Printers' Helps will be sent when requested

Goes Lithographing Company
41 West 61st Street Chicago



THE OSTERLIND

Sheet Size 12½ x 19
Speed 4000 per hour



THE OSTERLIND was the talk of the New York Show.

THE OSTERLIND demonstrated its superiority at Chicago.

PLACE YOUR ORDER now if you desire an Osterlind with Kluge Automatic Feeder for fall business.

OWING TO THE DEMAND for the Osterlind with Kluge Automatic Feeder we cannot at present accept orders for the feeder to be attached to outstanding presses.

MILLER & RICHARD

7 JORDAN ST., TORONTO

Exclusive Agents

Special Bargains In
REBUILT MACHINERY

If you are in the market for any of the machines listed below it will pay you to communicate with us.

Our experts rebuild them—we fully guarantee them.

1—7x11 Pearl Press, Foot Power.
1—7x11 Pearl Press, Belt Power.
1—8x12 W. & B. Press.
1—8x12 C.P. Gordon, Improved.
1—10x15 W. & B. Gordon Press.
1—13x19 Colt Press.
1—10x15 O.S. Gordon, Power Fixtures and Throwoff.
1—40x60 Metal Imposing Table.
1—22x28 Whitlock Drum.
1—Style A. Cleveland Folder, complete with motor and controller
1—Burton foot power Pager with 6 number head.
1—7-8 Rosbach Power Stitcher.
1—½" Perfection Stitcher, Power.
1—½" Foot and Hand Brehmer Stitcher on Stand.
1—20" Foot Power Perforator.
2—24" Foot Power Perforators.
1—36" Knife Grinder.
1—15x21 Art Golding with full equipment.
1—48" Double Beam Striker Ruling Machine with Motor and Controller.
1—38" Faint line Ruling Machine.
1—Royal Envelope and Label Cutting Press.
1—14x22 Colt Armory Press 5A.
3—¼ H.P. Direct Current Motors 110 volt 25 cycle with controller.
1—½ H.P. Direct Current Motor 220 volt 25 cycle with controller.
1—5 H.P. 220 and 550 Alt. Current Motor, 60 cycle.
1—½ H.P. 110 volt Alt. Current Motor, 60 cycle.
Brehmer Book Sewing Machine, for Letterpress Work.
Also small Blank Book and Copying Book up to 14".

MACHINE BUILDERS LIMITED
GENERAL MACHINISTS
Printing Presses, Bookbinding and Box Making Machinery
738 St. Paul St. West, Montreal, Quebec.
Eastern Agents for Stephenson Blake & Co. Toronto

Do You Want Specific Information?

Let Us Keep You Posted

We are expert readers of newspapers and can collect for you

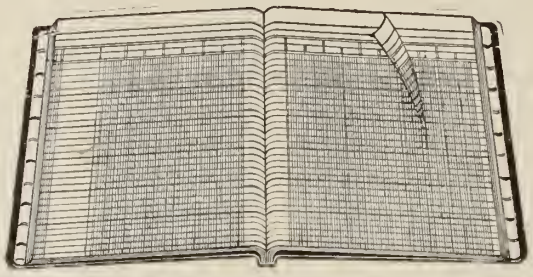
PRESS CLIPPINGS

on any subject, and from any territory in Canada or United States.

CANADIAN PRESS CLIPPING SERVICE
143-A UNIVERSITY AVENUE, TORONTO

LUCKETT'S STERLING LINE

MADE IN CANADA and MADE RIGHT



Columnar Books of 1,000 Uses

Old Bound Columnar Books are becoming obsolete. With our Loose Leaf Sheets and Binders you can supply just as few or as many sheets—just as many columns (2 to 1,000)—just the style of binding — that he wants.

AT STOCK PRICES

Send us your customer's specifications. We will submit samples

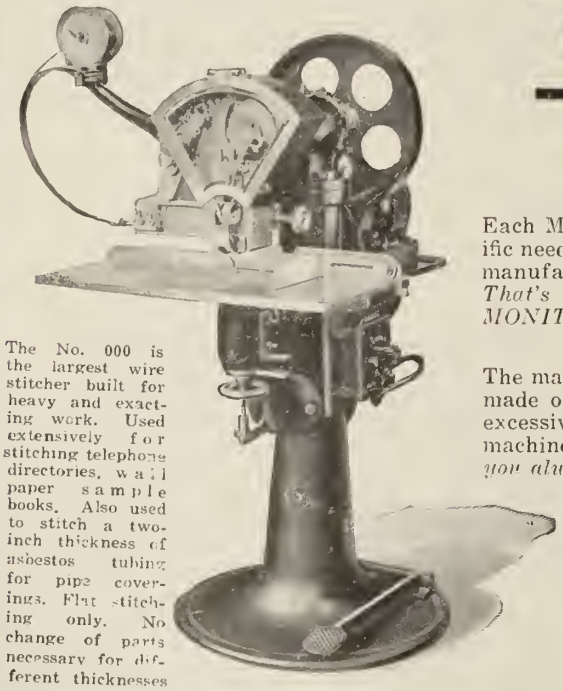
Sold Through the Trade Only

LUCKETT LOOSE LEAF, LIMITED

General Office & Factory
545-549 King St. W., TORONTO.

Branch Sales Office
207 St. James St., MONTREAL.

The Monitor 000 Wire Stitche



The No. 000 is the largest wire stitcher built for heavy and exacting work. Used extensively for stitching telephone directories, wall paper sample books. Also used to stitch a two-inch thickness of asbestos tubing for pipe coverings. Flat stitching only. No change of parts necessary for different thicknesses

MONITOR

Quality, Speed, Service

"MONITOR-izing" Always Means Greater Shop Efficiency

Each Monitor Machine made has been developed to meet some specific need of Printers and Bookbinders. It represents the cumulative manufacturing experience of more than a quarter of a century. *That's why you are taking no chances when you install MONITORS.*

Quality and Service Are Inbuilt

The makers of Monitors know just the sort of demands that will be made on the machines they sell you. They know just where the excessive strain will come. They know just the range of work the machine must do if it is to be a profitable investment. *That's why you always find Quality and Service Inbuilt in every Monitor.*

Monitors Include—Stitchers, Perforators, Tab and Indexing Machines, Punching Machines, Round Corner Cutters, Paging and Numbering Machines, Creasing and Scoring Machines, Bench Lever Embossers, Standing Presses, Board Shears and other Special Shop Equipment.

WRITE FOR CATALOG No. 31 TODAY.

LATHAM MACHINERY COMPANY

"Latham Machines Last Longest"

BOSTON 1153 FULTON ST., CHICAGO, ILL. NEW YORK

FOREIGN REPRESENTATIVES:

WM. DAWSON & SONS, Ltd. ..... Otley, England	LETTERGIETERIJ ..... Amsterdam, Holland
FONDERIE CASLON ..... Paris, France	H. J. LOGAN ..... Toronto, Canada
JOHN DICKINSON & CO. ..... Cape Town, S.A.	GEO. M. STEWART ..... Montreal, Canada

STEVENSON

Furniture Mold

"STEVE"
—the head that keeps the world in space—and base.

The Big Outstanding Feature

is its capacity to supply whatever may be lacking in makeup space and base on short notice. No time need be lost in breaking up a raft of material to secure a minimum quantity of particular sizes and measures. A few hours casting will replenish the largest rack.

Furniture used in "Printer and Publisher" cast with Stevenson Furniture Mold. See unsolicited letter above.

Toronto, Ontario.

Mr. Ashton G. Stevenson,
Chicago, Ill.

Dear Mr. Stevenson:—

We have been using your labor-saving furniture mold now for over a year, and we thought it might interest you to know how highly we value this addition to our mechanical equipment.

We are now able to cast up on the Linotype, by the use of your mold, 18 pt., 24 pt., 30 and 36 pt. metal furniture, 30 ems long, at no more cost than the time involved in casting, with the added advantage of getting it in any quantity required just when we want it.

This is truly a big economizer in both time and money, and should be in every composing room where a linotype is used. We would not be without this mold for several times its cost.

Trusting that your Furniture Mold attains for you the success it rightly deserves, and with kind regards.

Yours truly,
MacLean Publishing Co., Ltd.,
H. V. TYRRELL,
General Manager.

Winnipeg, Canada.

Dear Sirs:—

Public Press, Limited, has put the furniture cast from the Stevenson mold to considerable further usages than claims made for it by the inventors.

Yours very truly,
B. F. Quinton,
Foreman Composing Room,
Public Press, Limited.

Unsolicited Testimonial.

The Stevenson Furniture Mold made a smashing hit at the Exposition. If you didn't see it get our folder, "Space and Base A-Plenty."

Ashton G. Stevenson, Inc.

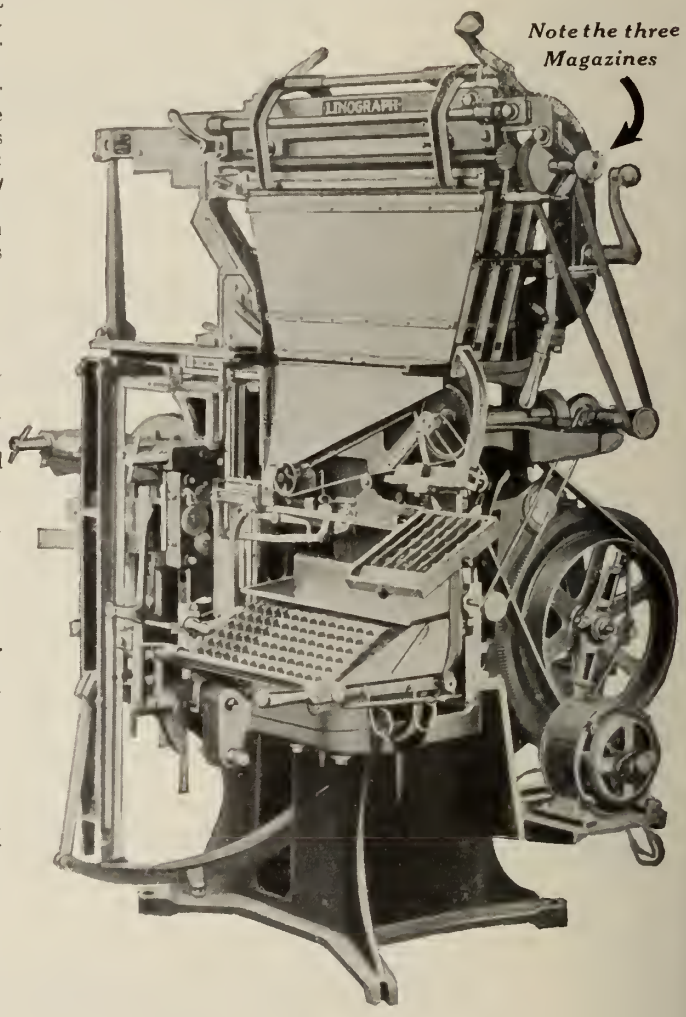
400 S. Hoyne Ave., Chicago

ANNOUNCING

The "Model 3" LINOGRAPH
Three Machines in One

THE Linograph "Model 3" is now offered to the printing fraternity as the greatest improvement in composing-room efficiency since the invention of the typesetting machine. It can be bought as a *single* magazine machine and made into a *multiple* machine without alterations or additional mechanism. All magazines are interchangeable. Any one of them may be placed first on the machine and later used as second or third magazine. You may place any magazine in any position you like, or you may remove them all and place three other magazines on the machine without the use of tools and without making any adjustments whatsoever. In other words, you have three magazines on tap at all times, and can use an unlimited number of magazines in reserve, giving you, by means of only one machine, a veritable typesetting battery that can meet any emergency in the printing business, from the smallest country newspaper shop to the largest city composition plant.

Despite the fact that the single magazine or "Model 1" *Linograph* can be changed from one magazine to another in ten seconds, there has developed an insistent demand for a *Linograph* equipped with more than one magazine *directly on the machine*, so that by the simple movement of a lever a change could be quickly made from one magazine to another. The "Model 3" is the fulfilment of this desire.



Add as You Grow

Suppose you buy this "Model 3" *Linograph* today with only one magazine. Some time later you may wish to add another magazine with another set of matrices. All you need then is to purchase the extra magazines and matrices. This extra magazine is placed on your original "Model 3" simply by fastening it with the two hooks which are already in place to receive it. Your "Model 3"*Linograph* instantly becomes a two-magazine machine.

A few months later your business grows to the point where you need another magazine. Then you simply repeat the former procedure. Now you have a three-magazine or "multiple" magazine *Linograph*—three machines in one—a greater economy, that requires less investment than offered by any machine today.

This new "Model 3" *Linograph* has all the simplicity and labor-saving features of the "Model 1" besides the added multiple feature.

Printers and publishers—this is a vital message to you—coming at a time when economy is the greatest essential for success in business. Write for full particulars today and learn about our easy terms of payment.

Ask for Circular "Model 3"

The Linograph Company

Davenport, Iowa

'THE LINOGRAPH WAY IS THE EASIEST WAY''

Fidelity Onion Skin
Emco Onion Skin
Superior Manifold

These watermarked papers, made of new rag stock in a quality mill, are

Light and strong
Good looking and useful
Thin and durable
Uniform and reliable

Sold by leading paper merchants.

MADE BY

ESLEECK MFG. COMPANY

TURNERS FALLS, MASS.

Ask Dept. H. for samples

Made in Canada

DRAWN

LEADS

AND

SLUGS

24c. lb. IN STRIPS
29c. lb. LABOR SAVING

SPECIAL PRICES ON OVER 500 lbs.

(5% discount 10 days; net 30 days, F. O. B. Toronto)

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Write today for a copy of the new Miller Saw-Trimmer Catalog—a comprehensive treatise on composing room standardization that will guide you to extra profits.

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On 10 x 15 jobs printed 2 up is a fair hand feed average for

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No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

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These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

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Economically and Quickly Done—

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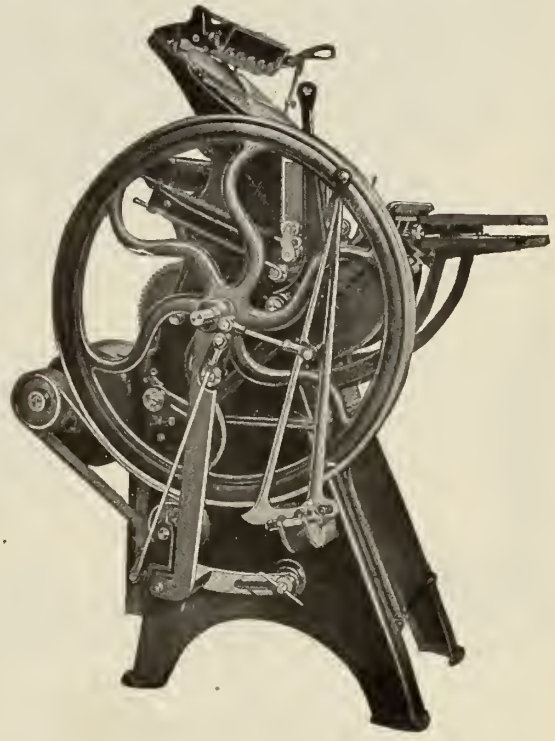

Six Strong Points of the Pearl Press

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The Fastest Flat Bed and Platen Presses on the Market

7,500 Impressions Per Hour

THE "New Era" Multi-Process Press is a high speed, flat bed and platen press with an intermittent web fed.

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Send us samples of your multi-color or special operation work. We want to show you how economically they can be produced on the "New Era" Press.

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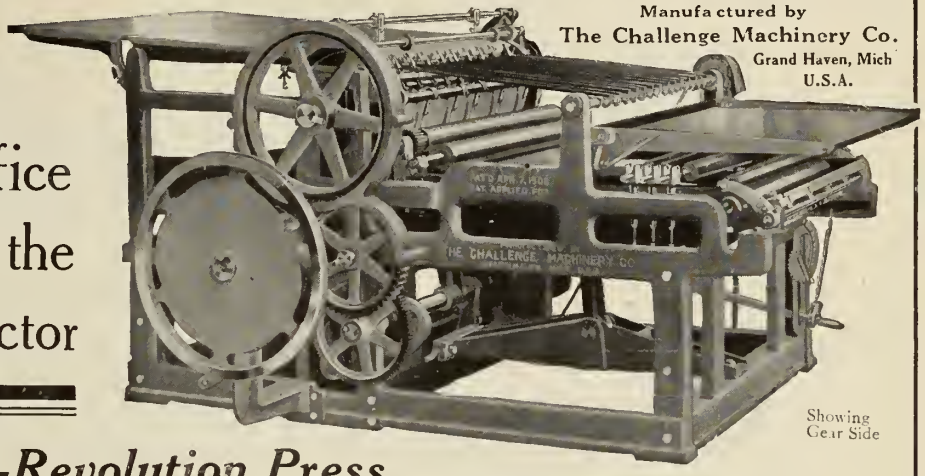

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has been developed and perfected by an old established and reliable company that has been building high grade printing machinery for a third of a century.

They are willing to stake their reputation on it, for they know the quality of the material and workmanship entering into it, and with the confidence of that knowledge, guarantee absolutely that the LEE PRESS will make good every claim made for it.

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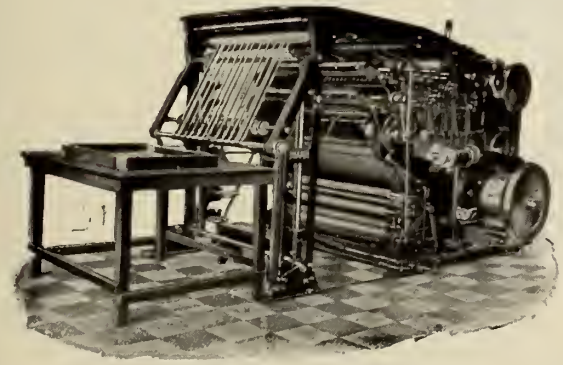

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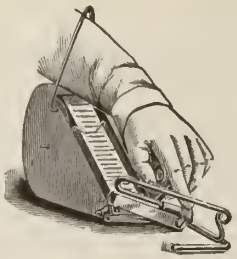

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Specially designed for Mail Order, Catalog and Magazine Work.

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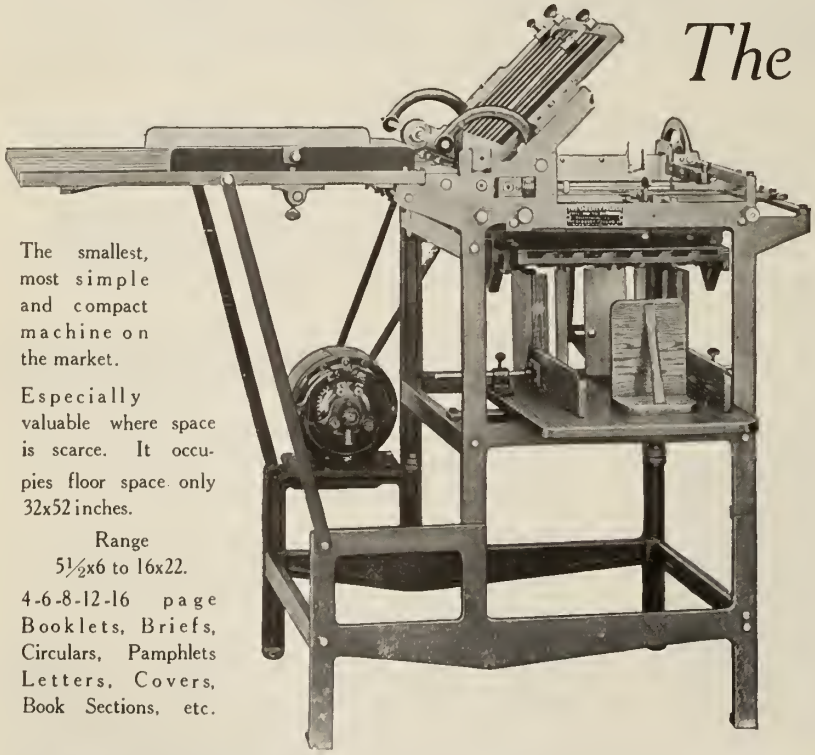

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Speed 3600 per hour. Three folds.

Why waste money employing an expert Operator or bothering your Pressman to set your Folder, when any one of your girls can set and operate a Liberty?

Runs as low as 200, can be run at 100 per cent profit over hand folding. Liberty service starts in assisting you to select the Model best adapted to your work. Circular and sample of folds mailed upon request.

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Agencies in all the Principal Canadian Cities

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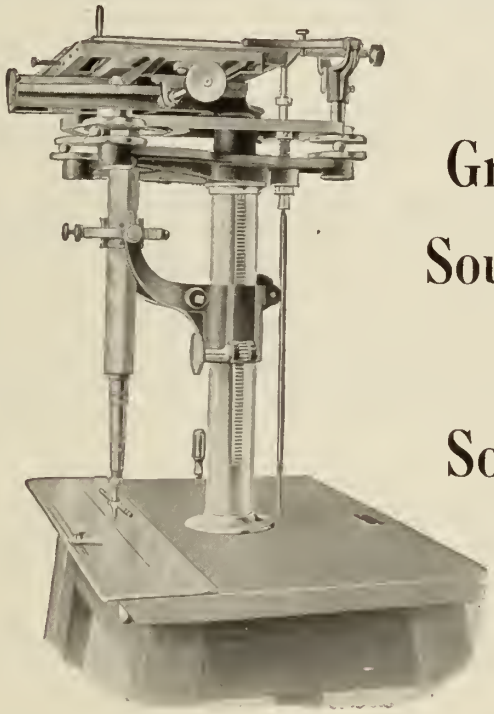

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L&M TWO-REVOLUTION PRESS. This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work. It is correctly designed and is built of perfect material by skilled engineers. It possesses many advanced features and is built in six sizes as follows:—

Machine No.	Size of Sheet	Size of Type Matter
000000	46″ x 66″	44″ x 64″
0000	42″ x 61″	40″ x 58″
00	42″ x 55″	40″ x 52″
1	36″ x 52″	34½″ x 49″
3	32″ x 45″	30″ x 42″
4	26″ x 39½″	24″ x 27″

THE CENTURETTE. This two-revolution press is built to run at rate of 3,000 impressions per hour. It is solidly built, simple, and effective in design with few working parts. One size only to take sheet 24″ x 37″.

L&M OFFSET. The printed sheets are always delivered face up on the table clear of the machine at a convenient height for examination. Perfect inking, damping and manipulation of the plate is facilitated. Built in three sizes, as follows:—

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No. 1	37½″ x 52″	37″ x 52″
No. 2	33½″ x 45½″	33″ x 45½″
No. 4	25″ x 37″	24½″ x 37″

L&M TWO COLOUR OFFSET. A very valuable, versatile press at present built in one size only. Sheet size 35″ x 48″.

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No. 0	47″ x 64″	46″ x 63″
No. 1	44″ x 64″	43″ x 63″
No. 2	35″ x 48″	34″ x 47″
No. 3	32″ x 42″	31″ x 41″

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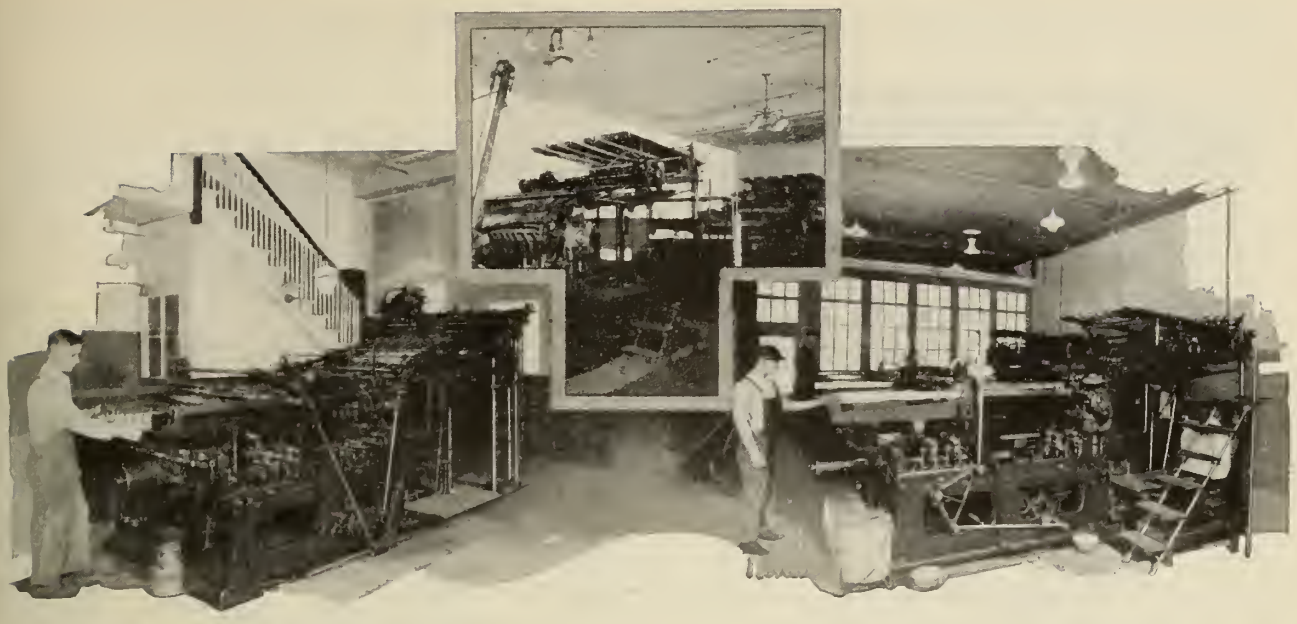

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The above cut shows the Cross and Dexter automatic fed five cylinders that are in operation in the National Publishing Co. of Washington, D.C.

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NATIONAL PUBLISHING CO.

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The first two feeders under test showed such savings in time and labor that the three other hand fed cylinders were each equipped with automatic feeders.

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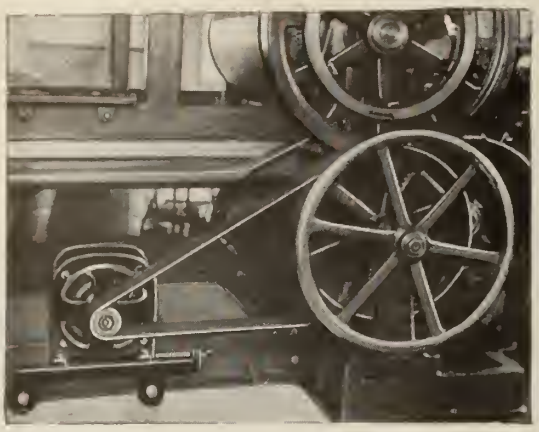

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Prices on Kimble Motors are made on a "cost-plus" basis; and we give our customers the full benefit of all recent reductions in material and labor costs.

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For Cylinder Presses
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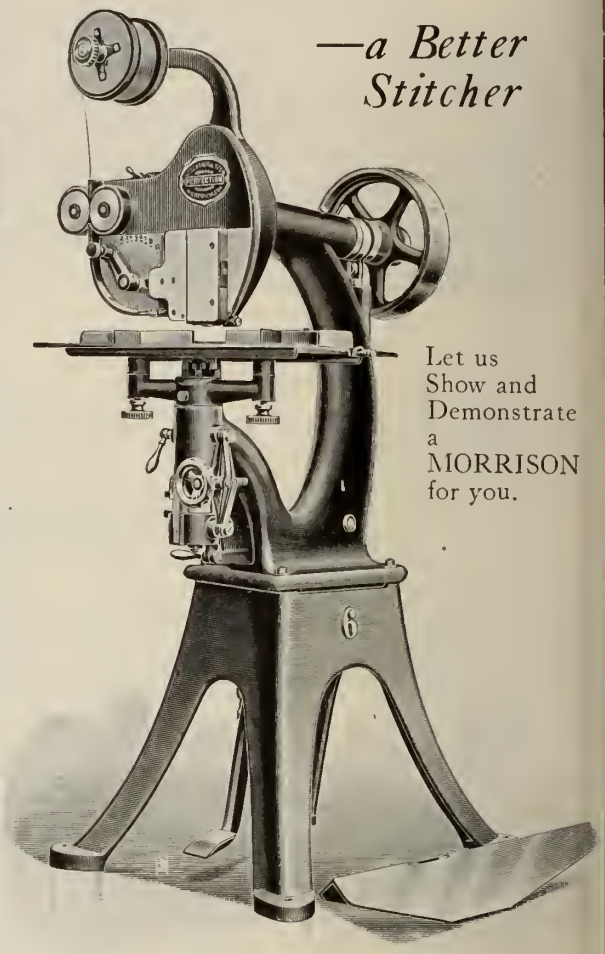

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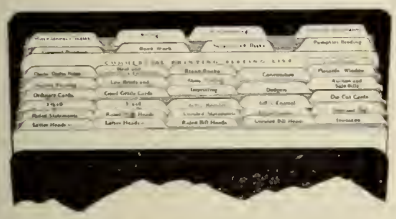

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Golding Mfg. Co., Franklin, Mass.
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Logan, H. J., Toronto.
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Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
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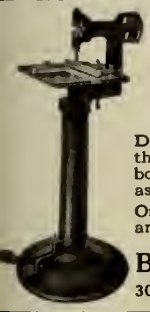
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Dawson Ltd., W. V., Montreal and Toronto.

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Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.
United Typothetae, Chicago.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Canada Printing Ink Co., Toronto.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
*Reliance Ink Co., Winnipeg, Man.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
Miller & Richard, Toronto, Ont.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.
Hoyt Metal Co., Limited, Toronto.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

PAPER BOX MFG. EQUIPMENT
Williams, Notting & Co., London, Eng.

PAPER MANUFACTURERS AND DEALERS
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
La Monte & Son, Ltd., George, Toronto.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Rolland Paper Co., Ltd., Montreal, Que.
Samuel Jones & Co., Ltd., Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.

PRESSES AND OTHER EQUIPMENT
(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Automatic Ptg. Devices Co., San Francisco, Cal.
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Miller & Richard, Toronto, Ont.
Machine Builders Ltd., Montreal.

FRANKLIN PRINTING PRICE LIST
SCIENTIFICALLY compiled from cost records by expert estimators, statisticians and accountants, and with the assistance and suggestions of thousands of printers.
Endorsed by many Typothetaes, Press Associations, and used by printing schools as a text book on printing prices, estimating and advertising.
"The Price List of the printers, by the printers and for the printers and buyers of printing."
Write for the 60-day Guarantee Offer.
PORTE PUBLISHING CO.
32 TEMPERANCE ST.
TORONTO, ONT.

Cotton and Oilcloth
SIGNS
FAST SERVICE—Send in your copy and size and we will make your sign and ship it to you in TWO DAYS' time to any part of Canada.
NATIONAL SIGN CO.
36-38 DUNDAS ST. WEST, TORONTO
Signs in Wood, Metal, Glass, Brass

Bastian Bros.
LIMITED
COBOURG, ONTARIO
Sales Offices in All Cities
Manufacturers of
Celluloid Buttons, Advertising Novelties and Signs, Parade and Convention Badges, Metal Advertising Novelties, Metal Name Plates, Pin Wheels, Baby Rattles.

NOW is the time to Buy—don't wait Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

Buyers' Guide

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. OF CANADA

Montreal Toronto London Windsor

Mann Lithopress Co., The, New York City.
Manton Bros., Toronto, Ont.
McCain Bros. Mfg. Co., Chicago, Ill.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Multicolor Sales Co., Toronto.
Premier & Potter Ptg. Press Co., Inc., New York
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

PRESSES, ROTARY

Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

"REDUCOL"

Manton Bros., Toronto.

ROLLERS

Canada Printing Ink Co., Ltd., Toronto.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.

RUBBER STAMP OUTFITS

Barton Mfg. Co., The, New York, N.Y.

SIGNS

National Sign Co., Toronto.

TINNING, ETC.

Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES

The Challenge Machinery Co., Grand Haven, Mic
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds—Wood, Brass or Lea
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Va
couver, B.C.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

TYPESETTING

Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES

Canadian Linotype, Ltd., Toronto.
Lanston Monotype Machine Co., Toronto.
Linograph Co., Davenport, Iowa.
Stephenson, Blake & Co., Toronto.

Let Us Set Your Type!

We Can Reduce Your Expense

Linotype and Monotype composition! Quick, efficient and economical service! If you have no machines it will pay you to send your straight matter and tabular jobs to us. If you have machines, but have more work than you can conveniently handle, let us help you out of your difficulties. Trade work only, including composition and make-up delivered in galley or page form to offices in Toronto and outside points. **English translated into French.**

No Connection With Any Printing House

Mono-Lino
Typesetting Co., Limited
160 Richmond St. West
Toronto

A magazine "somewhat different" from the other periodicals devoted to the graphic arts is

The Printing Art

Issued monthly by The University Press
Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be an excellent description of THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy.
Canadian, $4.50 per year; 45 cents per copy.
Foreign, $6.00 per year; 60 cents per copy.

Write for full details

The Printing Art
Cambridge, Mass.

Now is the Time to Buy—don't wait.
Consult these Advertising Pages.
Our Advertisers will *save* you Money—buy now.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

SERVICE

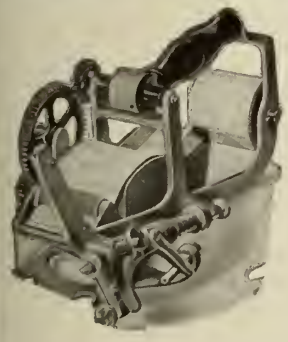
Telephones *Adelaide 1636* *Long Distance*

Electrotyping Stereotyping

Many are the orders we receive marked: "MUST HAVE THEM TO-DAY." Users of Electrotypes and Stereotypes have learned to know where to send their orders when they want QUICK SERVICE and QUALITY WORK.

TORONTO ELECTROTYPE
AND STEREOTYPE COMPANY, LIMITED
122 Adelaide Street West, Toronto

THE
WING ALUMINUM MAILER



Let us tell you more about the label addressing system and the advantages gained by using the "WING."

Chauncey Wing's Sons
Greenfield, Mass., U.S.A.

RESULTS

That's what the advertisers get when they advertise in the SCOTT'S PRINTER AND PUBLISHER. It reaches the buyers in the

MIDDLE WEST, U.S.A.

Rates on application. Sample copies 20c.

Subscription $2.00 in United States
$2.20 in Canada.

Scott's Printer & Publisher
A. D. SCOTT, *Editor and Publisher*
LINCOLN, NEBRASKA

Motor Repairs

GOOD WORK RUSHED TO SAVE YOU MONEY

CAREFUL WORK RUSHED BUT STILL CAREFUL WORK

Telephone Adelaide 1194 for Electrical Repairs. Our prices are no higher than others *but* we work faster.

The Leslie Electric Company
7 McCaul St, Toronto

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

"Merit never goes unrewarded"

THIS wise old saw is proven once more by the fact that three of the five Toronto dailies have recently commenced using "HOYT" Type Metals. Another tribute to unexcelled Hoyt quality.

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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"for better printing"

Bond and Policy Black

at $1.00 per lb.

Particularly Made with Particular Care for hard-finished Bond and Ledger paper.

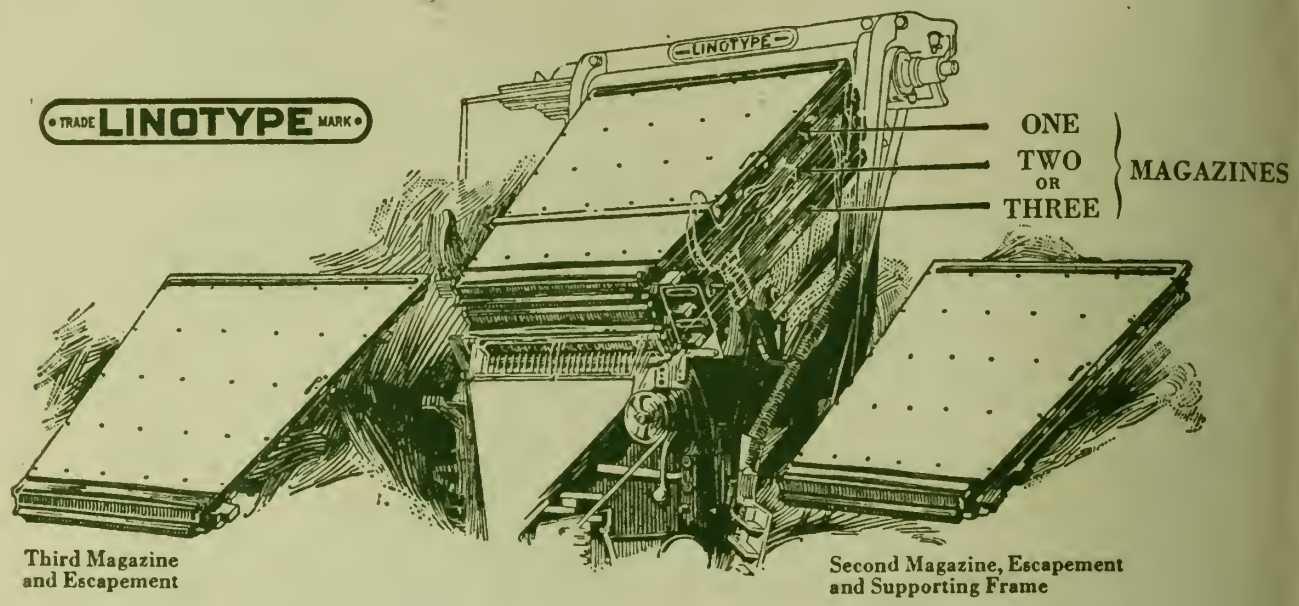
CANADA PRINTING INK CO.

LIMITED

15 Duncan Street, Toronto

Say you saw it in PRINTER AND PUBLISHER.

THE LINOTYPE BUILDS BUSINESS FOR THE SMALL SHOP



The Linotype will make the small shop grow—and then will grow with it. You can buy a Model 8 or a Model 14 as a one-magazine machine and convert it later to a multiple-magazine machine, adding the necessary parts right in your composing-room. Your equipment thus expands with your business.

And with the Linotype every shop is its own type-foundry. It produces just as needed an unlimited supply of new, clean type, already composed and justified in convenient slug form.

CANADIAN LINOTYPE LIMITED

68 Temperance Street *Toronto, Ontario, Canada*

e21.2-A

This advertisement is composed entirely of LINOTYPE *material*

Volume 30, Number 9

September ISSUE

Toronto, Canada, 1921

THE CANADIAN PRINTER & PUBLISHER

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

TRADE MARK

FIBRESTOC COVERS (Registered)

Use Fibrestoc Samples for "Suggestions"

How many times have you been approached by the kind of customer who demands something unusual—something "different" in a cover treatment, but does not know **exactly** what he wants. In cases like this your **Fibrestoc** samples would come to the rescue in remarkably short order. For **Fibrestoc** is a cover paper adaptable to an endless variety of uses. Strong and bulky —in rich shades and delicate tints, such as buff, gray, lavender, robin's egg blue, russet, brown, pearl, wine, green and white—especially suitable for embossing and color printing. **Fibrestoc** lends an atmosphere of quality to catalogs, booklets, folders, broadsides, private post cards, etc. And **Fibrestoc** is not expensive. If you are in the habit of buying imported covers turn to **Fibrestoc**—you'll save several dollars per ream. Ask for samples!

Distributed by

Barber-Ellis, Limited .....Calgary
Barkwell Paper Co. .....Winnipeg
Brown Bros., Limited .....Toronto
Buntin, Gillies & Co., Ltd. ....Hamilton
Buntin, Gillies & Co., Ltd. .....Ottawa
Canada Paper Co., Ltd. .....Montreal
Canada Paper Co., Ltd. .....Toronto
Clark Bros. & Co., Ltd. .....Edmonton
McFarlane Son & Hodgson Ltd. Montreal
Schofield Paper Co., Ltd. .....St. John
Smith, Davidson & Wright, Ltd. Vancouver
Smith, Davidson & Wright, Ltd. Victoria
L. P. Turgeon .....Quebec

Made in Canada

by

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P.Q.

DOMINION

Printing and Lithographing

INKS

Striving Ever to Make Them Better Has Made Them the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Conada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

STEEL GOODS HAMILTON WOOD GOODS

EASY—SAFE—RAPID

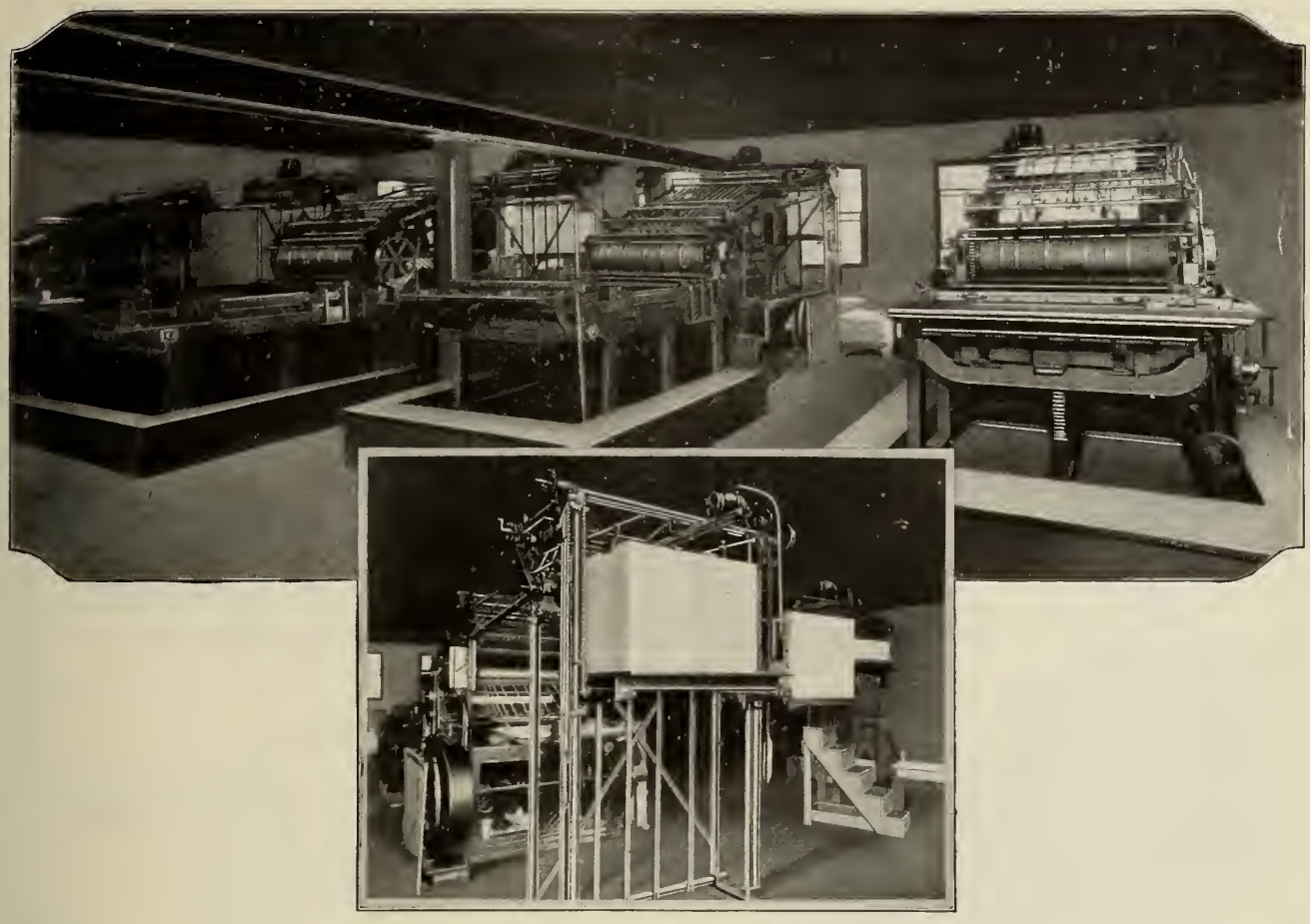
This adjustable Form Truck is the best available device for transferring large forms from the stone to press, and *vice versa.* It not only effects a saving of time and labor, but practically insures against any damage to forms. It supersedes the old make-shift schemes as an efficiency factor. The heaviest forms are easily handled, and the loading, transferring and unloading can be performed in a very narrow space. It is an indispensable tool.

Illustration shows Form Truck No. 809; steel tops made in nine standard sizes. Write for details and prices.

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE



Four Hoe Stone Presses Equipped With Dexter Combing Pile Feeders

"In December, 1919, your Company attached the first Combing Pile Feeder to one of our No. 3½ L. Hoe Stone presses. Our complete satisfaction with this purchase is best evidenced by our order for three additional feeders, all of which are now running successfully in our plant.

"We may say that in addition to the direct saving in labor which we have made through the use of these feeders, the most important gain to us has been the actual increase in production compared with hand feeding.

"The service rendered by your company in the prompt and efficient erecting of these machines, and in the instruction of our pressmen in their use, is highly appreciated by us."

JOHN WORLEY COMPANY, Boston.

The installation of these feeders did not increase the speed of the Worley presses, but it increased the production on all four of them by at least 25% and saved the labor of hand feeders.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

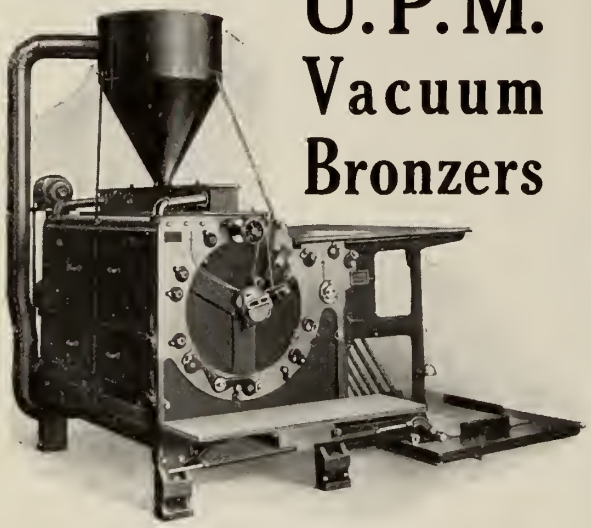
CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO CLEVELAND

United Printing Machinery Company

22 Houses

that use a total of **109**

U.P.M. Vacuum Bronzers



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RE-ORDERS TELL

The ONLY Known Means

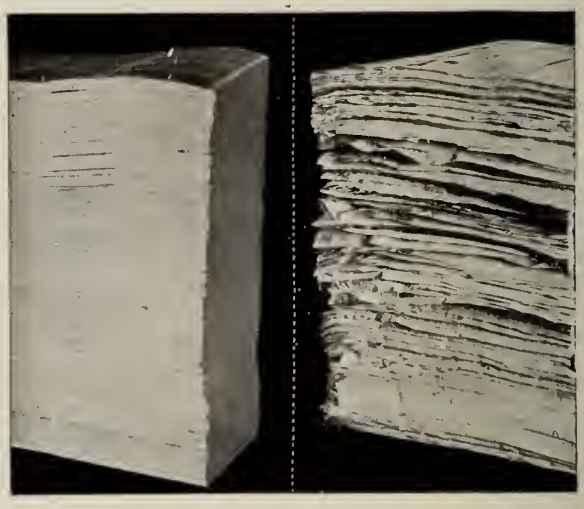
of entirely eliminating static electricity is

THE

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

Like this ↘ instead of like this ↘



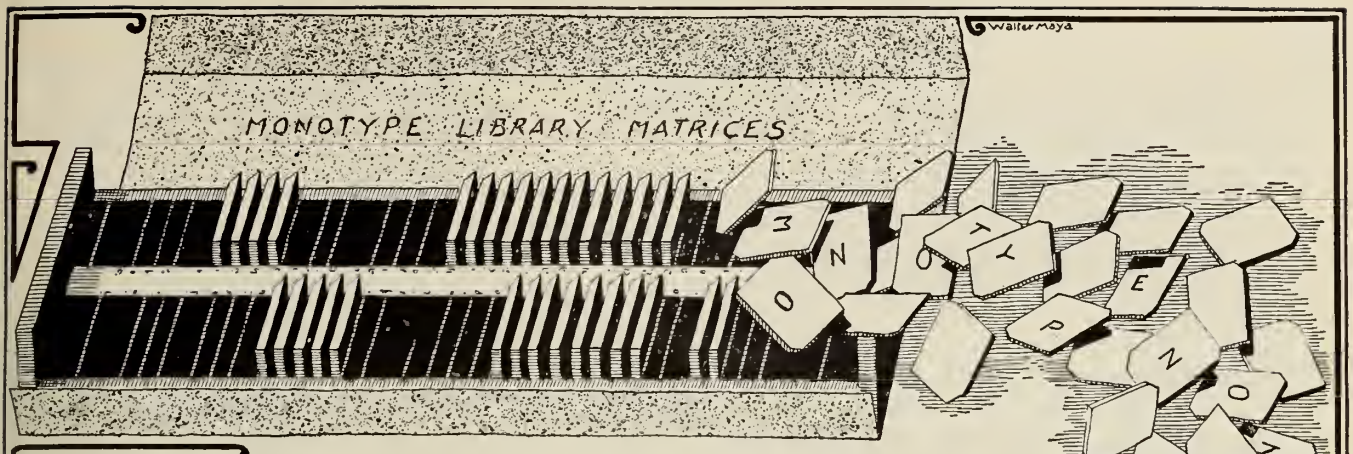
Send for copy of "Facts"

UNITED PRINTING MACHINERY COMPANY

38 PARK ROW
NEW YORK

604 FISHER BUILDING
CHICAGO

83 BROAD STREET
BOSTON



Use the Monotype Matrix Library to *Can Your Idle Time*

THE Matrix Library gives the Monotype user access to over 2000 fonts of matrices.

In the summer season the good housewife cans fruits and vegetables for the winter months.

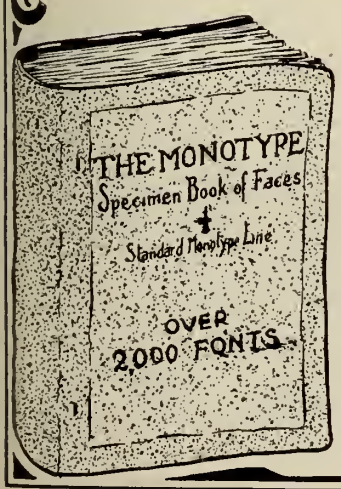
During the dull period wise Monotype owners *rent* Library Matrices and store away—in the form of type—the idle time of their operators.

When the buyer of printing wants a special face, show him the Monotype Specimen Book (which is *your* Specimen book) and let him choose from over 2000 fonts.

It costs only $2.50 per month to rent a font of Monotype matrices.

If this font is purchased during the rental period the rental charge is deducted from purchase price.

The same great Factory and Service Organization stands behind the *Matrix Library* that stands behind the *Monotype*.



Write for Book of Order Blanks

Over 2000 Fonts of Monotype Faces at your service

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

Monotype Company of California, San Francisco

330

Set in Monotype No. 337 Series

AN ENDURING TRIUMPH

DOVE MILL SUPERFINE

a superior quality of Bristol in Plate and Kid Finish carried in 22½ x 28½
100 -- 120 -- 140 -- 160 -- 180 -- 200.

UNITED PAPER MILLS, LIMITED

TORONTO HAMILTON

BUTLER & JONES

Limited

Selling Agents for

Jones Non-Curling Gummed Paper

No bother, no worry, no fuss, when you use this perfect label paper. Labels will not curl or cake together. You get a high class job in a fraction of the usual time. Specify Jones Non-Curling Gummed Paper next time. We'll be glad to send samples.

16 PEARL ST., TORONTO

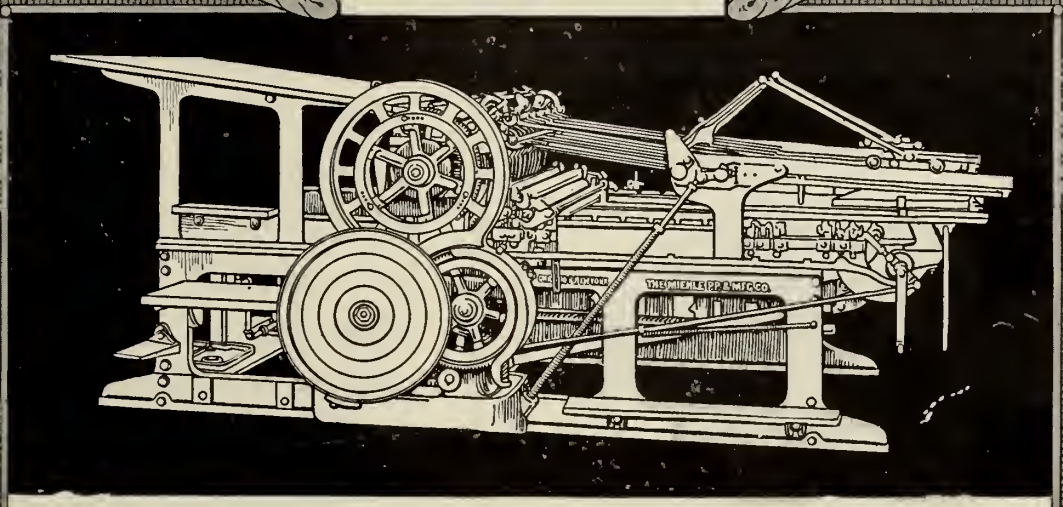
Representing: Samuel Jones & Co., Limited, London, Eng.

Cloth Lined Paper
Marble Paper
Flint Glazed Paper
Label Cloth
Gummed Cloth
Fancy Papers
Sealing Machines

Specify JONES

One Hundred Years of Quality

The Miehle



SIMPLICITY

HIGH productivity in any machine is directly proportional to its simplicity. Convenience and certainty of adjustment permit nearly continuous operation.

Make-ready on a Miehle is both quick and positive. And, when the job is ready to run, the operation of the press is practically continuous at high speed.

That is why the Miehle offers unexcelled economy. That is why its product is uniformly of the very highest grade.

MIEHLE PRINTING PRESS & MFG. CO.

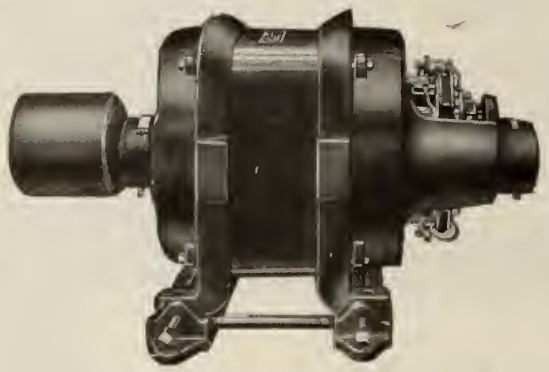
Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1214 Monadnock Block PHILADELPHIA, PA., Stephen Girard Bldg. BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. DALLAS, TEX., 611 Deere Bldg. SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Get Ready for a Smashing Business this Fall and Winter



Tight money and a buyers' market has turned the tide of advertising expenditure from the magazines to the more quick-acting direct mail appeal.

"Flat" magazines and bulging circular—mail sacks prove this.

And the era of direct mail advertising is only begun. Get ready to go with the tide:

Kimbleize Your Plant

Let us show you how to increase press output, reduce costs and prevent spoilage, by the use of

KIMBLE MOTORS

For Cylinder Presses
For Job Presses
For Folders, Stitchers, Cutters
Monotypes—all power-driven equipment

As pioneers in the invention and construction of motors that give flexible speed control with alternating current electricity, without the use of resistance we were first to solve the printers' power problem.

As specialists in Printing Plant Motors, we can co-operate with you with a degree of intelligence not possible with the makers of any general lines of motors.

Whether your present need is for a whole plant equipment or only a single motor—write us.

KIMBLE ELECTRIC CO.

N. Western Ave.,
CHICAGO, ILLINOIS.

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.
MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, Canada, for all points east of Port Arthur and Fort William.

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

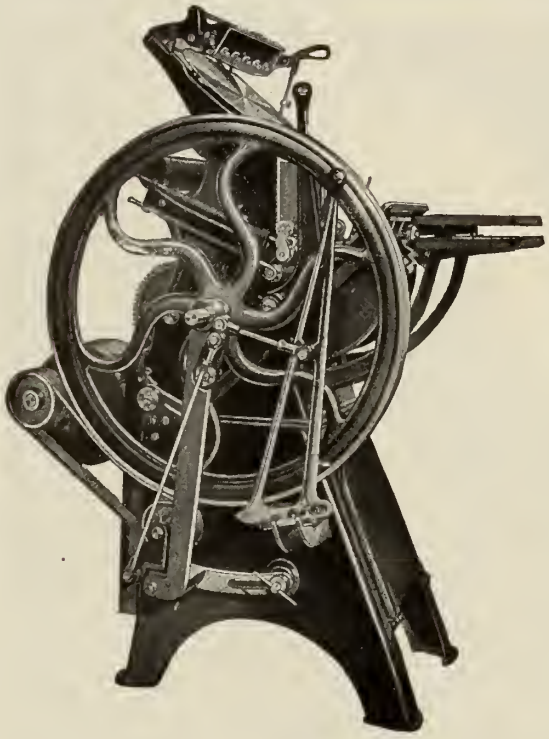
An extensive line of Presses, Cutters and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron, the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

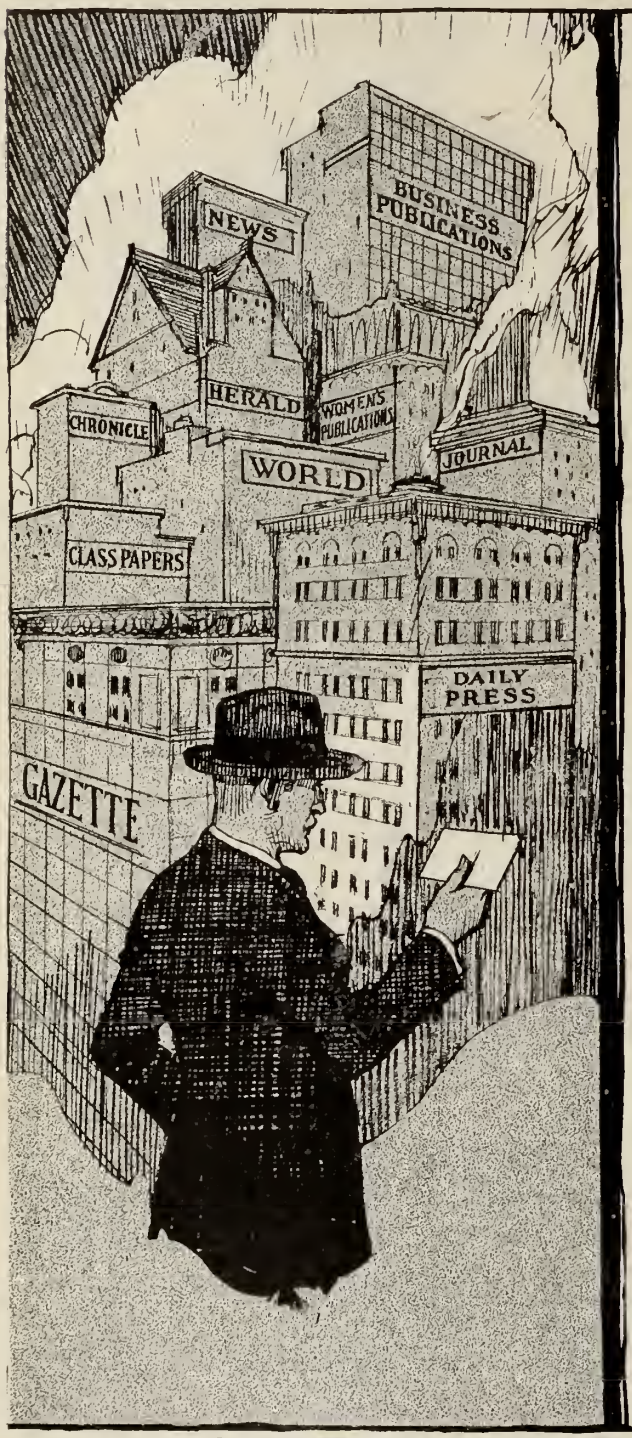
Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

You Have a Pass to the Inner Offices of 1300 Publications



If you were to knock at the door of any publisher and request his private circulation records, would you really get them? Did Ali Baba gain admission to the treasure cave till he used the key word?

Your "Open Sesame" is spelled A. B. C. The inner doors of over twelve hundred publications swing wide upon its use.

Would you know how subscribers were secured? Would you know the class of subscribers? Would you know how many subscribers have paid?

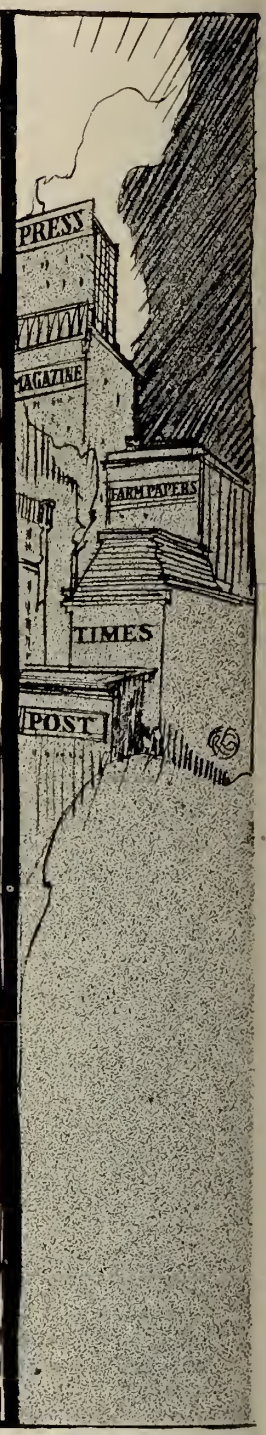
Examine an A. B. C. report!

The first page contains the circulation. This you might ascertain in other ways, though not verified as are the A. B. C. figures.

The *other* pages contain the facts that only the A. B. C. can gain for you. It secures them through its strict rules, its stringent examination of all records, its supreme authority over everything pertaining to circulation.

Study your A. B. C. reports *throughout!*

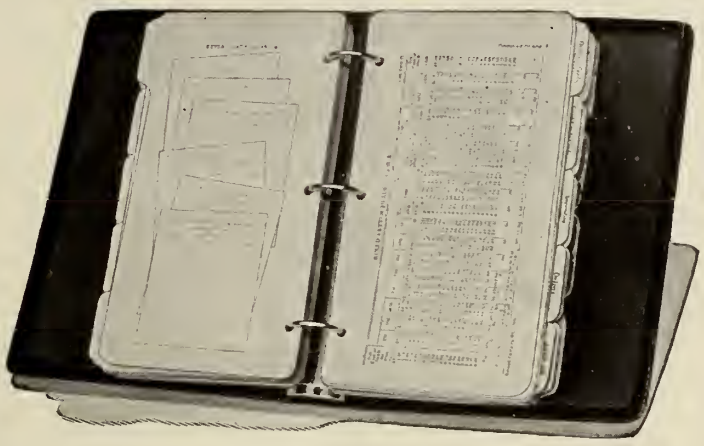
Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. *Price, two dollars and a half.*



Audit Bureau of Circulations

202 South State Street Chicago • 347 Fifth Avenue New York

If Proof Were Needed



BASED on the detailed production records of thousands of plants gathered by the *printers' own association*, the Typothetae Standard Guide is the most accurate, most authoritative work of its kind that human effort and ingenuity can devise. Every page represents years of research work at U. T. A. headquarters—the *only* place in the wide world where data is available in sufficient volume to permit the compilation of a genuinely *standard* guide.

If proof were needed of its value to the printing fraternity, hundreds of testimonials from the U. T. A. files might well be offered. For example:

> "The big point with us, and we believe with the trade in general, is that the Standard Guide has done more to elevate our business in the time it has been out, than anything that has happened in the printing industry since the time of Ben Franklin."
>
> *Koch Bros., Inc., Des Moines, Iowa.*

D. M. A. A.

The Direct Mail Advertising Association will hold its 1921 International Convention and Exposition at Springfield, Massachusetts, October 25 to 28.

As a printer you are interested in creating or printing direct mail advertising. Lay your plans to go—*now*.

Use the Standard Guide! It gives you the advantage of pricing your product and making your estimates on the basis of accurate knowledge. Any printer may have it—every printer will profit through its use.

The Standard Guide will be furnished to any printer at the nominal cost of - - - - **$20**

Semi-monthly Revision Service, which keeps the Standard Guide *always* up-to-date, is furnished at $10 a year—$30 in all for the first year, and each year thereafter, only **$10**

United Typothetae of America

608 S. Dearborn St. Chicago, Illinois

Buntin Gillies & Co. Limited

B & G & Co.

Wedding Stationery

PUT UP IN CABINETS OF 50 SHEETS PAPER AND 50 SHEETS OUTSIDE AND INSIDE ENVELOPES

ANGORA FINISH

SILVER WHITE

No.	Price
386—5¼x6½	$1.20
486—5¼x6½	1.30
686—5¼x6½	1.50
883—5¾x6¾	2.10
886—5¼x6½	1.85
896—6⅝x6 (oblong)	3.00
1483—5¾x6¾ Pan'ld.)	2.00
1486—5⅛x6½ (Pan'ld.)	1.50
1487—5⅜x6¾ (Pan'ld.)	1.75

LINEN FINISH

SILVER WHITE

586—5¼x6½	1.00
786—5¼x6½	1.50

RAILROAD TICKET BOARD

For Fall Fair Prize Tickets

Blue, Green, Yellow, Cherry, Orange, Red and Cardinal

22 x 28, 4-ply	$7.00 per 100 Sheets
22 x 28, 6-ply	8.15 per 100 Sheets
22 x 28, 8-ply	9.10 per 100 Sheets
Orange Red	10% above these prices.
Cardinal	50% above these prices.

B & G & Co.

Hamilton. and Montreal.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY ESLEECK MFG. COMPANY

The Esleeck Papers

Made of clean, new rags, are strong, durable, uniform. Just right for important uses in every business office.

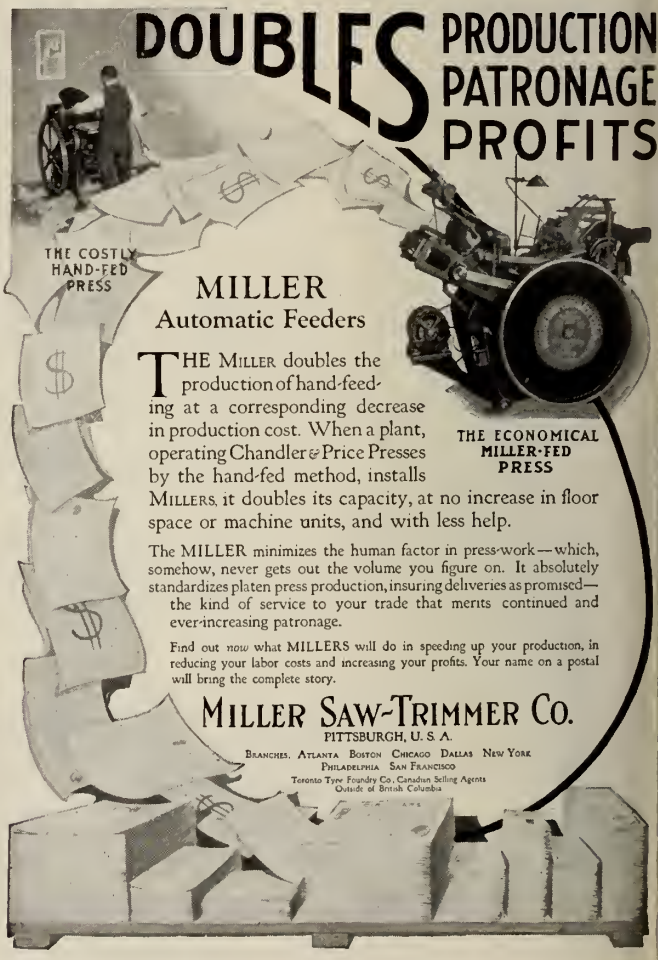
Fidelity Onion Skin
Emco Onion Skin
Superior Manifold
are now water-marked

Sold by leading paper merchants. Ask Dept. H. for samples.

MADE BY

ESLEECK MFG. CO.
TURNERS FALLS, MASS.

DOUBLES PRODUCTION PATRONAGE PROFITS



MILLER Automatic Feeders

THE MILLER doubles the production of hand-feeding at a corresponding decrease in production cost. When a plant, operating Chandler & Price Presses by the hand-fed method, installs MILLERS, it doubles its capacity, at no increase in floor space or machine units, and with less help.

The MILLER minimizes the human factor in press-work—which, somehow, never gets out the volume you figure on. It absolutely standardizes platen press production, insuring deliveries as promised—the kind of service to your trade that merits continued and ever-increasing patronage.

Find out *now* what MILLERS will do in speeding up your production, in reducing your labor costs and increasing your profits. Your name on a postal will bring the complete story.

MILLER SAW-TRIMMER CO.
PITTSBURGH, U. S. A.
BRANCHES: ATLANTA BOSTON CHICAGO DALLAS NEW YORK PHILADELPHIA SAN FRANCISCO
Toronto Tyre Foundry Co., Canadian Selling Agents Outside of British Columbia

One of the Greatest Producers among American Pressmen Made This Statement:

"If I were designing a cylinder press for maximum production, I would

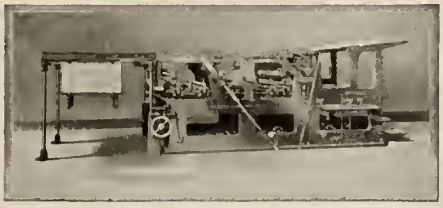
[1] Give it a "printed-side-up" delivery that required no adjustments for various sizes or weights of stock; and devise some method to avoid slip-sheeting.

[2] Equip it with "one size" interchangable rollers and a mechanical device that would throw all rollers into and out of action with a single motion.

[3] Build for it a feed board on which atmospheric changes and weight of the stock would have no effect.

Overlooking the time wasted in adjustments on these points alone is costing commercial printers thousands of dollars a year—a loss in profits no other manufacturer on earth would stand for."

Every requisite for "Maximum Production" as above stated is built into the Universal Equipment Babcock



"Our Best Advertisements are not Printed—They Print"

The BABCOCK PRINTING PRESS MANUFACTURING CO.

Main Office and Factory: New London, Conn. *New York Office:* 38 Park Row

Barnhart Bros. & Spindler, *General Western Agents*
Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle

Miller & Richard, *General Agents for Canada*
Toronto, Ontario and Winnipeg, Manitoba

John Haddon & Company, *Agents,* London, England

Gordon & Gotch, *General Agents for Australia*

The American Trading Company, *Agents for China*
25 Broad Street, New York City

National Paper & Type Company, *General Agents for Mexico, Central America and South America.*

Lettergieterij "Amsterdam" *General Agents for Holland, Belgium and the Dutch Possessions.*

Hensen & Skotvedt, *General Agent for Norway*

Karl M. Gronberg, *Agent for Sweden*

F. L. Bie, *Agent for Denmark*

for

KELLY PRESS INKS

You Cannot Do Better Than Consult

SHACKELL, EDWARDS & CO.
LIMITED
127 Peter Street -:- Toronto, Canada
MADE IN CANADA

Mono-Lino Typesetting Service

Monotype—Linotype—Ludlow

Composition—Make-up—Lock-up
Body and Display Type
Leads, Rules and Furniture

We have the largest and best equipped typesetting plant in Canada operating night and day.

No job too large—no job too small—no job too intricate. Estimate furnished on request.

English Translated into French or Spanish.

Mono-Lino Typesetting Co.
Limited

No connection with any Printing House

agents for Ludlow Typograph and Elrod Slug and Rule Caster

Just Call Adelaide 1028

CANADIAN MADE

BOOK PAPERS

A Size, Weight and Quality to Meet Every Requirement of the Printer

A more complete line never shown in Canada right on our floors—ready for delivery.

M.F. and S.C. in all standard sizes and weights. Deckle Edge Papers—white and colors.

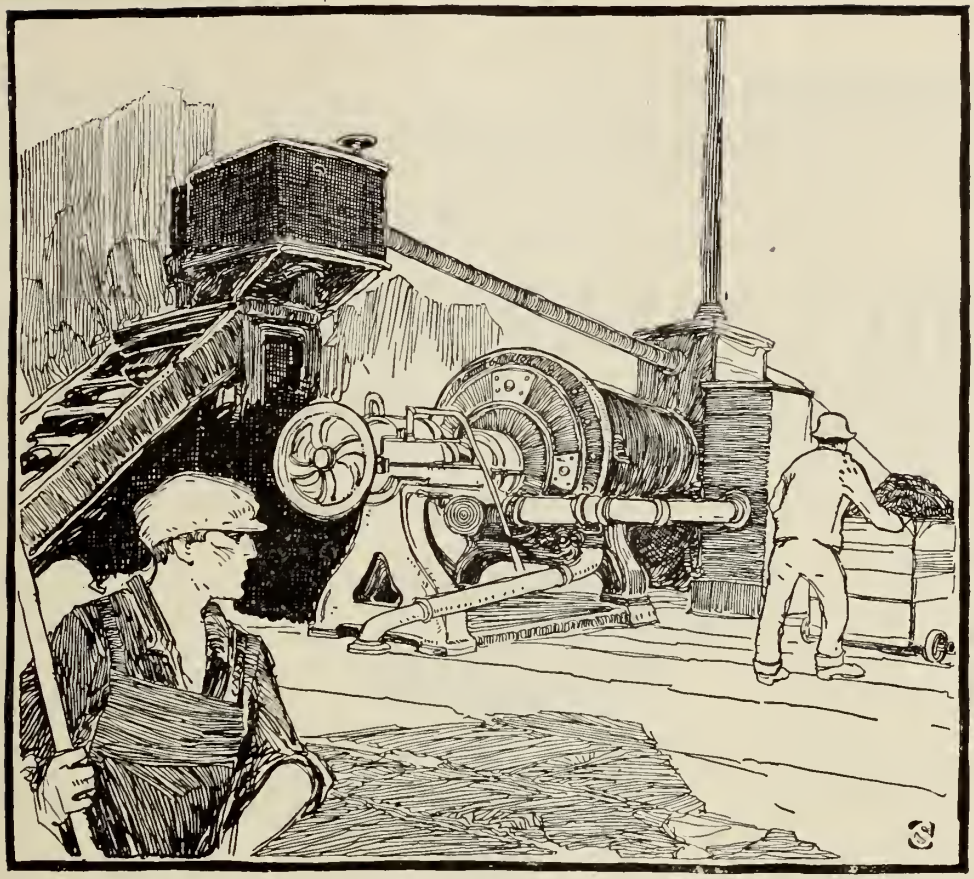
LAID OR WOVE TEXT

Featherweight, Program, Coated Book, Litho and Ontario Offset.

Hall's Service Means Delivery the Same Day Order is Received. The Black Price Book Means Up-to-date Paper Prices at All Times.

FRED W. HALLS PAPER CO. Limited

257 Adelaide St. West. Toronto, Ontario.



The Refining Process—the last in the preparation of the stock for the machine.
No. 6 of a Series

"From Rags to Writing Paper"

The "Jordan Refiner"

Supplementing the "Beaters" the mixture is further refined by the action of the finely-adjusted revolving knives of the "Jordan". The stock then goes to the "Stuff Chest" where it is diluted to the consistency of Milk before being pumped to the paper machine that converts the liquid into paper.

Write for Brochure of manufacturing illustrations—
"From Rags to Writing Paper"—sent on request.

The Rolland Paper Co., Limited

MONTREAL

Mills at St. Jerome P. Q.
and Mont Rolland, P. Q

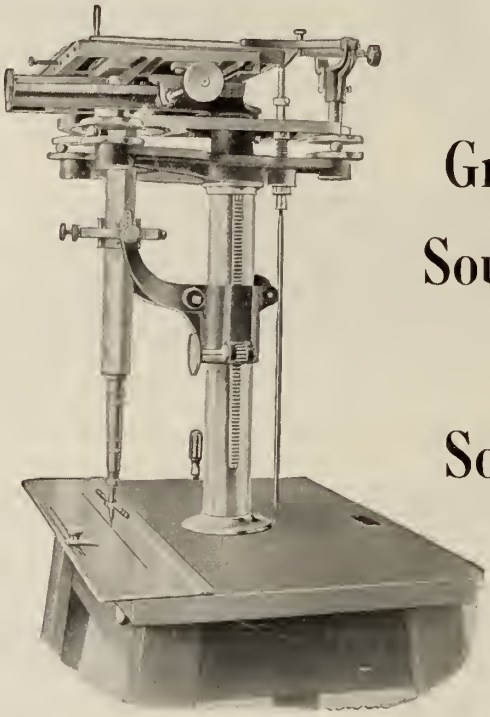
Makers since 1882 *of Superfine Linen Record and other High Grade Papers.*

Lithographers Engravers
Printers and Stationers

THE UNIVERSAL MODEL C ENGRAVING MACHINE

is used in many of the leading Engraving shops of

U. S. A.
Canada
Australia
Egypt
Mexico



Great Britain
South America
India
South Africa
Japan

It executes at a Fraction of Previous Cost—Beautiful Uniform Lettering Upon
STEEL PLATES COPPER PLATES STEEL DIES
LITHOGRAPHIC STONES
(Direct or Offset Printing)

Full Details and Specimen Book of Samples on request to

ENGRAVERS MACHINERY COMPANY
OF CANADA, LIMITED
MONTREAL, CANADA

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

K1

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, SEPTEMBER, 1921 Number 9

United Typothetae Convention

Toronto, October 17th to 20th, 1921

WHAT already promises to be the largest convention in the history of the Association, will be held by the United Typothetae of America, in Toronto, at the King Edward Hotel, October 17th, to 20th inclusive. Large delegations are expected from almost every state in the Union and from every province in Canada.

From the offices of the Association, "The Canadian Printer and Publisher" has received the following program:—

Monday, October 17

9 a.m.— Registration of Delegates, Alternates, Members-at-large. Local members (not delegates), Guests and Secretaries. Registration Booth on Mezzanine floor. (Registration Booth will be open continuously during the convention).
2.30 p.m.— Meeting of the Executive Committee, U.T.A., Yellow Room.
2.30 p.m.— Meeting of Board of Governors, Employing Printers, Association. Room G.
2.30 p.m.— Opening Session of Conference of U.T.A. Secretaries, Local and District. Banquet Room.
6.30 p.m.— Complimentary Dinner to U.T.A. Secretaries.
7.30 p.m.— Demonstration of Local Typothetae Bureau Services. Blue room.
7.30 p.m.— Meetings of District Delegates to Nominate District Executives Committeemen. (Each Delegation to arrange for its own place of meetings).

Tuesday, October 18

9.30 a.m.— First Open Session U.T.A. Convention, New Ball Room, 17th Floor.
2.30 p.m. —Meeting of Tariff Printers' Society. Room G.
2.30 p.m.— Meeting Open Shop Division, U.T.A. Pompeian Room.
2.30 p.m.— Meeting Closed Shop Division, U.T.A. Yellow Room.
2.30 p.m.— Conference of U.T.A. Secretaries, Local and District. Banquet Room.
7.30 p.m.— Educational Round Table, Auspices Committee on Education. Pompeian Room.
7.30 p.m.— Meeting of Tariff Printers' Society. Room G.

Wednesday, October 19

9.30 a.m.— Second open Session, U.T.A. Convention. New Ball Room, 17th Floor.
1.00 p.m.— Luncheon Meeting, Employing Printers of America. Yellow Room.
2.30 p.m.— Meeting Law Printers' Association. Room G.
2.30 p.m.— Meeting Advertising Typographers Association. Pompeian Room.
2.30 p.m.— Meeting Printing Trade Secretary-Manager Association. Banquet Room.
6.30 p.m.— Annual Banquet, Secretary Managers Association, Banquet Room.
7.30 p.m.— Meeting Law Printers' Association, Room G.
7.30 p.m.— Meeting Advertising Typographers Assn. Yellow Room.
7.30 p.m.— Educational Round Table. Pompeian Room.

Thursday, October 20

9.30 a.m.— Executive Session U. T. A. Convention, followed immediately by Final Open Session. New Ball Room, 17th Floor.
9.30 a.m.— Meeting Secretary-Managers Association. Banquet Room.
7.30 p.m.— Opening Session of International Trade Composition Ass'n. Yellow Room.
7.30 p.m.— Meeting of the New Executive Committee. Banquet Room.

Friday, October 21

9.30 a.m.— Second Session of International Trade Composition Association. Yellow Room.

Definite announcement of the program followed a conference in Chicago as a part of the regular monthly meeting of the Executive Officers.

Reservations are being made rapidly at the Toronto hotels. All reservations are made through Secretary Sutherland, of the Toronto Typothetae. Every request for rooms must contain the names of the persons for whom reserved. Any which do not will be returned to the sender with a request that the names be supplied.

All divisional meetings will be on the mezzanine floor of the King Edward Hotel. The convention sessions will be held on the seventeenth floor in the ball room.

The educational round table will be conducted by Henry P. Porter, chairman of the U.T.A. Committee on Education, and will be of supreme value to all who are interested in the future educational work of the U.T.A.

The Conference of U.T.A. secretaries both local and district will more than repay every local secretary who goes to Toronto. Mr. Randolph will preside over them and will demonstrate local and international services in a model local secretary's office which will include standard bureaus of cost statistics, credits and collections, employment, etc.

Convention Meetings of U.T.A. Branches.

During the week of the Annual Convention of the U.T.A. at Toronto, Oct. 17, 18, and 19, there will also be held the regular annual meetings of the various Branches and Divisions operating under the Department of Specialized Branches. These include the Trade Composition Branch, the Law Printers' Division, the Advertising Typographers of America and the Tariff Printers' Society of America. The members of these organizations are also members of the U.T.A. and will take advantage of the opportunity offered by the Convention to hold their own annual sesssions.

Tariff Printers' Society of America

The Tariff Printers' Society has been in existence as an independent organization since November of last year, when it was formally launched at Cincinnati. During May of this year the Society made application for recognition as a Division of the U.T.A., and since that time its activities have been carried on by the Department of Specialized Branches, Director Frank M. Sherman having been selected as its Secretary. Mr. B. H. Evans, of the Eastern Printing Company, New York, is President of the Society. N. H. Anspach, A. S. Gilman Printing Company, Treasurer, and Edward L. Stone, Stone Printing & Manufacturing Company, Roanoke, Va., is Treasurer.

The Society will hold its annual meeting in Room G, the King Edward Hotel, Toronto, on Tuesday, October 11th. The first session will be called to order at 3 p.m., and there will be an evening session at 8 o'clock. A program of vital interest to all concerns and individuals engaged in the printing of railroad tariffs has been prepared, and a cordial invitation is extended to all those who are engaged in this specializes activity to attend the sessions.

THE KING EDWARD HOTEL, TORONTO.
The "home" of the Convention of the United Typothetae of America.

Law Printers' Division

The Law Printers' Division membership, which is confined to U.T.A. members engaged in the printing of briefs, records and abstracts—will meet at 3 p.m. on Wednesday, October 19th, at the King Edward Hotel, Room G. An evening session, beginning at 8 o'clock, will also be held. A considerable amount of data has gathered during the past year, after an investigation into conditions prevailing in the Law Printing industry. This data has been compiled, and will be first made public at the annual meeting. Several committees will make reports, and matters of interest to Law Printers gone into. A considerable number of Law Printers have expressed their intention to attend the sessions.

The Law Printers' Division was formed a year ago at St. Louis, and numbers over 80 Law Printers as its members. The officers are: President, Theodore Hawkins, Hawkins & Loomis, Chicago; Vice-President, Mrs. Frank J. Riley, Riley Publishing Company, Kansas City; Secretary-Treasurer, Frank M. Sherman, Director Department of Specialized Branches, U.T.A. Headquarters, Chicago.

Advertising Typographers of America

This organization is the only body within the printing industry which has for its principal object the raising of the standards of typography. It was launched at Cleveland, during March of this year, its membership being confined to concerns and individuals which make a speciality of the composition of advertisements. Mr. Ben. C. Pittslord, Chicago, is president; Montague Lee, New York, Vice President; Frank M. Sherman, Secretary, and A. Colish, New York, Treasurer.

The first session of the annual meeting of the Advertising Typographers of America will be hld on Wednesday afternoon, October 19th, at 3 o'clock, at the King Edward Hotel, in the Yellow Room. A dinner for the members will be the order of business at 6 p.m., and an evening business session will convene at 8 p.m., in the Yellow Room. All concerns and individuals specializing in the composition of advertisements are urged to send representatives or be present, at the anual meeting. A practical program has been worked out, and the many special problems which confront this branch of the printing industry will be discussed and action taken.

International Trade Composition Branch

The Trade Composition business is rapidly assuming great importance in the printing industry. It is inevitable that the quick service and opportunity to reduce composing room costs which are offered by the plants engaged in this activity should result in a considerable increase in the amount of business which is being done by them. There are now approximately 400 exclusive trade composition plants in the United States and Canada, and of this number more than 300 belong to the U.T.A. and are members of the International Trade Composition Branch.

Organized as an affiliated Branch in February of 1920, it has more than doubled its membership since then. It has been instrumental in securing the installation of the Standard Cost Finding System in over a hundred Trade Composition plants; has promoted the formation of over twenty local Trade Composition Groups; has stabilized conditions in the Trade Composition field, and been productive of a great deal of good to the industry, by its general activities.

The Trade Composition Branch opens its third annual convention at Toronto on the last day of the U. T. A. meeting. The first session will be held at 8 p.m., on Thursday evening October 20th, in the Yellow Room. Morning, afternoon and evening sessions will be held on Friday. The program this this year will be confined to four major subjects, all of which are of great interest to the industry. A great many problems of importance to those engaged in the Trade Composition industry are presented for solution at this year's convention, and all interested are urged to attend. The officers of the Branch are: E. J. McCarthy, Chicago, President; A. C. Jennings, New York, Vice-president; Frank M. Sherman, Secretary and D. W. Mathews, Chicago, Treasurer.

Members and Non-Members Welcome

All U. T. A. members engaged in the various activities represented by the Branches and Divisions organized as subsidiary bodies to the parent organization are urged to take advantage of these meetings and attend them. The organizations were formed to promote co-operation on matters of mutual interest in the specialized fields which they cover, and all concerns, whether U. T. A. members or not, are asked to send representatives to the various gatherings.

World's Smallest Paper Machine Coming to Canada

The smallest paper-making machine in the world, only nine feet long, presenting the entire process of paper making from pulp to finished product, will be exhibited in operation at the 1921 convention of the United Typothetae of America, which will be held in Toronto, October 16, 17 and 18.

This action resulted from a realization of its unusual educational value in enabling printers and users of paper to obtain a clear knowledge of how paper is made. Members of the Typothetae executive committee who saw it in operation were deeply impressed with this function of the much-talked-of machine, and felt that Canadian printers would appreciate an opportunity to study it. Accordingly, the American Writing Paper Company of Holyoke, Mass., owner of the miniature mill, was invited to exhibit it at the Toronto convention.

Special Trains to Toronto Convention

Several of the United States Typothetaes are making plans for special trains to the Toronto Convention. The largest single co-operative effort in this respect which has been announced to date, is the Chicago special for which arrangements have been made by the Franklin Typothetae of Chicago. This train will leave Chicago Sunday night, October 16, arriving at Toronto Monday, October 17. Secretary Tews of the Chicago local has written secretaries of Typothetaes west of Chicago, whose members would naturally come through Chicago on the way to Toronto, inviting their delegates to the convention to join theChicago delegation at Chicago and become a part of the party on the Chicago special. A six page folder has also been printed and sent to individual members in the west and middle west, urging co-operation in this effort.

Apprenticeship Treatise for Convention

The Department of Education has announced that a book called "Practical Apprenticeship For Printers," which has been in preparation for some time, will be ready for discussion at the Toronto Convention. A four page folder has been prepared listing the detailed subjects which are discussed thoroughly in the book. The work is the most exhaustive which the department has ever published on this subject and should be in the hands of every employing printer. Layton S. Hawkins, Director of the Department of Education, will discuss the problems which are also discussed in the book, in his address at the convention.

Arthur R. Kennedy Goes To London Advertiser

With this issue of "The Canadian Printer and Publisher," Arthur R. Kennedy relinquishes the position of Managing Editor. His three years of service to our readers have been most profitable to them and as he said himself, "pleasant to fulfil." Mr. Kennedy is probably one of the best known men in the editorial field of America and his articles in the MacLean technical papers have been received and reprinted in many countries.

Mr. Kennedy goes to the London, Ontario, "Advertiser," as its Editor-in-Chief. A recent issue of this paper contained the following announcement:—

A. R. KENNEDY

The Advertiser announces the appointment of Arthur R. Kennedy as editor-in-chief of this paper to become effective about the middle of September. In coming to London it will be a case of a Middlesex County old boy coming back home. Born in Parkhill, Mr. Kennedy attended public and high schools there, after which he learned his trade in the office of the Gazette-Review of that town. From there he went to the office of the Brantford Expositor to complete his training, where he had good experience in the building of a newspaper.

In the year 1908, Mr. Kennedy, whose inclinations by this time had turned to the editorial room, went west, spending some time in that part of the country, especially in British Columbia. His accounts of mining and lumbering conditions, and of the social, racial and labor problems of British Columbia were widely published.

Returning to the east in 1910 Mr. Kennedy went with the Guelph Mercury, retaining the editorship of that paper until early in 1918, when he accepted a position as managing editor of technical and mechanical papers of the MacLean Publishing Company, Toronto, which position has given him an unusual opportunity to study business and commercial conditions from many angles.

Prior to his departure for London, Mr. Kennedy was tendered a complimentary dinner at the Arts and Letters Club by the executives, managers and editors of the MacLean Publishing Co. A presentation was made to Mr. Kennedy of a handsome mantel clock with full set of chimes. He left to take up his duties in London on September 12.

The best wishes of the entire MacLean organization, together with those of a host of friends in Toronto and throughout Canada, follow Mr. Kennedy to his new field.

A Business Sermon

By AXEL EDW. SAHLIN

Axel Edw. Sahlin, writing one time in The American Printer, presented under the above heading, excellent information. To call it a "Sermon" is to give it an inadequate title. It is a collection of what might be termed "Sermonettes." He proceeds—

BUSINESS is based on confidence.

And confidence is the result of the square deal.

To make one sale is not to make a business. It is just a business deal, and a successful business is a deal of business—quite a different proposition.

Business depends upon repeat orders, and repeat orders come only from satisfied customers.

And a satisfied customer is the one who receives quality goods or service.

And quality and service always demand fair prices.

That which is cheap is nasty.

Hence it follows that quality is the only paying proposition—honest goods and honest service.

Printing is the most important art, trade or industry—whichever you please to call it—in existence.

It is the medium chiefly by which the merchant sells his commodities.

And the status of the merchant and the quality of his goods are often judged by the class of printed matter he uses.

Good printing brings to the customer such large returns, such a big percentage on his investment, that scarcely any price the printer may quote will give him greater profit than he earns.

But it is up to the printer to deliver the goods. Quality! quality!! quality!!!—forever *quality*!

And in the production of his quality printing he must be guided by every business instinct.

. . . . . .

When you make a sale you must make a friend.

You must carefully consider your customer and yourself; compute the cost of production, estimate the survival value that is, the result-getting value both to you as a printer and your customer as a merchant), and add a fair profit.

Know where you are and where you are going. Establish a cost system.

And to do this the printer must know his business—that is, his *own* business.

"When in doubt mind your own business," said Elbert Hubbard; and it is especially applicable to the man who is estimating on a printing job.

Know your own business in its every detail.

Visualize the whole job from start to end.

To do this you need an accurate time record of each operation. Know your overhead charges, else you cannot make your prices intelligently.

The first thing to be careful about is the dexcription of the work.

Examine it in every particular and detail. Ask questions, get grounded in your customer's requirements.

I once heard of a man who estimated on a contract for building a house. He figured rapidly, and his figures were so low that he was given the job. But he lost money. Why? Because he had not reckoned the slates for the roof.

Many printers lose money because of hasty, slipshod estimating—the forgetting of some insignificant item; so take into consideration every item and every triviality if you would be a printer whose middle name is prosperity.

The quality, size of trimmed page, number of pages, sizes and styles of type, cuts, etc., size of type page, tables, engravings, changes, inserts, stock, bindings—all these must be remembered and noted in your description.

Waste of stock, and a charge for cutting and handling it, must not be overlooked where untrimmed stock is used.

It is in the estimating of composition, however, that the printer has the hardest nut to crack.

Whether the composition is by hand or by machine, the out-' put varies; so correct estimate depends upon accurate time slips.

Three methods are used: the thousand ems, by the hour, by the square inch.

I think the hour system the best, as the estimator and pressman can usually get closely to the time required to set and run a job. And you can always allow a little leeway for emergencies.

Don't forget the time or make-up and lock-up, for "joining' rule forms, and for paging.

To figure out the different processes and their relationship to and bearing on the cost of production is no small task.

And it must be done intelligently if you are to make headway in business.

Perhaps the simplest way is to figure the hourly cost of your plant and equipment and compute the time it will take for you to do a certain job, and make your price accordingly.

If all printers did this we should come nearer a uniformity of charges, the great desideratum in the printing trade today.

If we all try to find fair cost and make fair prices, we shall fare better. Then will the printing trade no longer be a parcel of units, but a cooperative body, with one end in view—the earning of more than a living and the good-will and confidence of the customers.

Concerning the Chatsworth News

A rather misleading item appeared in some of the daily papers regarding the stopping of publication of the Chatsworth News. The heading in one case read:—"Another newspaper goes to the wall". The story stated "Another casualty among the newspapers is reported today. The Chatsworth News, ten miles from here, announced that it will discontinue publication after today's issue, and will be incorporated with The Owen Sound Sun-Times. The News was established 36 years ago by the late Geo Blyth. The heavy cost of publishing is given as the reason for the paper being discontinued." As a matter of fact arrangements for incorporating the Chatsworth paper in the Owen Sound Sun-Times were made a good many months back, and the News has in the meantime been largely looked after by the Sun-Times. In the last edition of the Canadian Newspaper Directory is the following under the heading of Chatsworth:—"News, weekly, Fleming Pub. Co. Ltd., etc." The Fleming Co. had simply been carrying on until the circulation could be incorporated with that of the Sun-Times.

The Osterlind Exhibit

Unfortunately the paragraph referring to the exhibit of the Osterlind Printing Press & Mfg Co. at the Graphic Arts Exposition at Chicago was left out of our August issue. Two of the Osterlind printing presses were in operation in the booths occupied by this company. One of these presses was hand fed and the other was equipped with the new Klugs automatic feeder, which attracted considerable attention. This most simple and efficient equipment operated by a cam, brings the sheet down to feed guides with more than human precision, a forward movement of the feed table and side motion of register guide assures absolute register and uniform production. Only one adjustment necessary after guides are set—and that is to govern suction grip on variable stock. There is nothing out of time, the feed arm is a part of the press, the same pendulum-like motion takes stock from the same point, and delivers to the same station whether sheet size from 3 by 5 up to 12 by 19, or envelopes. The Osterlind is represented in Canada by Miller & Richard, Toronto

Newspaper Contest In Western Canada

Weekly Papers Secure Their Awards

THE contest at the Manitoba Agricultural College, in connection with the short course for newspaper publishers, has been decided. This contest is decided on the basis of the best make-up and general appearance of weekly papers.

The judges have made the awards, and the Neepawa Press has been adjudged as the premier paper in the three prairie provinces. The awards were made public at the meeting of publishers in the agricultural college.

Friday morning the report of the Board of Awards was also submitted in connection with the newspaper competition which has been held in connection with the course. Premier honors went to the Press, of Neepawa, in a score of 105 points, while the Review, of Weyburn, Sask., came second with 104. Seven prizes were awarded to the following:

The Neepawa Press.

The Local Paper for a Modern Town, eight Progressive Villages, and three Rural Municipalities having a purchasing Power of Two Million Dollars Per Annum

NEEPAWA, MANITOBA, TUESDAY, JULY 26, 1921

DISTRICT DOINGS

WORLD WIDE NEWS

Repair your Wagon Boxes in time for the Threshing Season

We have just received a good shipment of material for BOTTOMS and BOXES.

We have also a grade of Flooring specially suitable for GRANARY FLOORS.

Fusee-McFeetors Company Ltd.

Neepawa, Manitoba

Success

Neilson's Chocolates

STAPLE and FANCY CONFECTIONERY, FRUITS and VEGETABLES

ICE CREAM and DRINK SPECIALS

Vansickle's

RALPH & SIMPSON'S

STORE NEWS

Neepawa's Friendly Hardware Store

Preserving Season

Harvesting Season

GRANITE COLLUNDER FRUIT JAR FILLERS, and FRUIT JAR RINGS

BINDER WHIPS, SECTION RIVETS and PUNCHES

OILERS and MACHINE OILS

TINSMITHING — PLUMBING — HEATING

EXTRA SPECIAL

$16.50

Dempsey & Son

FURNITURE DEALERS

$365.00

1, Press, Neepawa, 105; 2, Review, Weyburn, Sask., 104; 3, Optimist, No. Battleford, Sask., 98; 4, Enterprise, Yorkton, Sask., 97; 5 and 6, Herald, Swift Current, Sask., 96; 7, Times, Deloraine, 97; 8, Herald, The Pas, 95.

Other competitors in their order of points were as follows: Packet, Minto, Man., 94; Citizen, Kerrobert, Sask., 93; Chronicle, Chauvin, Alta., 92; Times, Dodsland, Sask., 92; Record, Selkirk, 91; Standard, Shaunavon, 90; Courier, Unity, Sask, 90; Times, McCreary, Man., 87; Review, Coronation, Alta., 84; Indian Head News, 84; Western Canadian, Manitou, 84; News, Radisson, Sask., 83; Conservator, Ft. Saskatchewan, Alta., 82; Herald, Carlyle, Sask., 81; Mercury, Estevan, Sask., 81; Sentinel, Pilot Mound, 81; Times, Wilcox, Sask., 81; Herald, Miami, 79; News, Zealandia, Sask., 78; Herald, Oxbow, Sask., 78; Plain Talk, Strathclair, 76; Leader, Bruno, Sask., 74; Journal, Carstairs, Alta., 75; Chronicle, Shellbrook, Sask., 75; Observer, Dryden, Ont., 67; Gazette. Griffen, Sask., 64; Progress, Qu'Appelle, Sask., 59.

Printer and Publisher wrote for the first three papers for purposes of reproduction. The first page of the Neepawa Press is shown on this page. It is a creditable piece of work, the type is clear and clean, the ads well set and the reading matter covers the field splendidly. Commenting on his success, Mr. Dunlop, publisher of the Neepawa Press, says:—

"I am also enclosing a copy of Press of Aug. 16 containing a report on the contest. We entered both issues of the week to show quantity of product as compared with the once-a-week competitors, and wish to point out: (1) That the villages are as fully reported as the town; (2) there is a page in every issue devoted entirely to the news and advertising of a particular village; (3) the news of the world is summarized; (4) there is correspondence from "Reader"; (5) editorials on town and rural matters besides notes on provincial, federal and international affairs; (6) births, an obituary and a wedding are recorded; (7) there are no comments elsewhere than in the editorials, and no advertising elsewhere than in the advertising columns; (8) there is nearly an even balance of news and advertising on every page; (9) the totals of news-views on the one hand and advertising on the other are about even; and (10) at our subscription rate of $2 per year and advertising rates of 20c to 50c an inch with 10c and 5c for transients it is a profitable proposition. (11) The revenue from subscriptions pays for the space devoted to reading matter at the minimum advertising rate of 20c per inch.

"This is what I call conducting the Newspaper business on a legitimate basis as distinguished from the policy of making the advertiser pay the greater share of the subscription price as well as the advertising. But every law of the land—particularly the postal laws—makes it difficult to do."

Ruling Regarding Sales Tax

A definite ruling has finally been made in the matter of the sales tax as applied to newspapers which conduct job printing establishments as well.

The difficulty with the new ruling coming into effect May 10th, 1921, which might have given weekly newspaper offices exemption was that The Customs Board made an interpretation of the rule that weekly newspaper publishers were classed as "job printers", and therefore liable for the Tax. Later one of the officials gave notice to one of the publishers that his job printing shop was exempt up to the amount of $2,000.00. Again, others received notices that they were not subject to the tax, while others again received notices that they must pay the tax on all their job printing.

The Honorable R.W. Wigmore, Minister of Inland Revenue and Customs, after consultation with his Customs Board, on August 19th sent the following telegram to the Central Office: of the C.W.N.A:—

"Mr. E. Roy Sayles,
Manager, Can. Weekly Newspapers Ass'n.,
Toronto, Ont.:

"Re Sales Tax, newspaper publishers who also do job printing may be classed as retailers when selling exclusively by retail goods made to the order of each individual customer.

"Goods made for stock or sold to customers for resale are held to be subject to the Sales Tax.

"Concerns covered by the first paragraph will not be required to secure Sales Tax license nor collect Sales Tax.

"This ruling in effect from the Tenth May, Nineteen Twenty-one, inclusive.

"(Sgd) R. W. WIGMORE."

"Four Little Devils"

By RAYMOND J. COMYNS
in the "Caxton Magazine"

"THERE are four begging little devils that haunt Mr. Travelling Salesman. The first is on the job bright and early. He mounts one's shoulder and whispers: 'No use trying to see your first man before nine-thirty—give him time to open his mail.' And if you so much as waver for an instant he straightway devours the front end of your precious morning. The second little begging devil gets into the game at midday. 'It is now a quarter to twelve,' he adroitly starts. 'If you see a man now he is liable to be going out to lunch any minute, and he'll hustle you through to get rid of you and get out.' If you agree to this proposition, he waits until he gets you comfortably seated at luncheon, or in the hotel lobby, and then suggests: 'You can't see 'em before two o'clock—they won't be back from lunch.'

"The salesman who listens to the first little devil will lose from an hour to an hour and a half in the morning. If he entertains the second, he loses a couple of hours out of the very middle of a priceless day. Perhaps the second imp will nibble off the half-hour between two and two-thirty; he has been known to do such things. As the first suspicion of shadow crosses the afternoon light of these autumn days, the third little devil puts in his appearance. 'It's getting dusk,' he mournfully chants, 'you can't start a new talk now. It's getting dark, and your man won't be in a mood to listen.' And before you know it, this third imp has gobbled up the entire end of one's afternoon. The fourth little begging devil is perhaps the worst of all. His day is Saturday. 'You can't do anything on Saturday,' he pleads, 'it's a short day, and they're too busy to listen.' And so, without even allowing the salesman to start out, he swallows up Saturday whole. If a man doesn't watch out, if he accepts the say-so of these four begging little devils as the gospel truth, they will give a seemingly good reason against work for every single hour in the day. But they're liars—every one.

"If you want to prove it, just sally forth some bright morning and find out how many men get down to their place of business at eight or eight-thirty. Progressive business men cannot transact their business in a few fag ends of hours in a day, any more than a salesman can. If a man is at his office at eight or eighty-thirty in the morning, it's the best indication in the world that he's a live one, and willing to buy goods that will save him money or enable him to make larger profits. If he is on the job early, it proves that he is a hustler—'a get-there man.' He will turn aside from his mail if the salesman has something that interests him.

"Try going after a few prospective customers between twelve and two. You may find a man or two out, of course. But all you have to do in that event is to go on to the next fellow. If you find him in it will prove a splendid time for a thorough and usually uninterrupted interview. A man is always ready between twelve and two, to relax and let up on his work if an excuse to do so is presented. Callers between twelve and two are few and far between, and your chances of not being interrupted are much better then than any other time in the day.

IN THE ALLEN GARDENS, ON CARLTON ST., TORONTO.

You *can* see them before two. If you find a man out between twelve and one, you may be sure that you will find him in between one and two. And you will find him after he has had a good comfortable meal, and is in a mood to listen.

"That dusk argument needs no disproving. A man who has been busy all day—and the best prospective customer *has* been busy—doesn't know whether it's dark or light outside. Perhaps he has been using artificial light all day, anyway. As for that 'Saturday' devil, he hasn't a leg to stand on. Just go out and try it. I have known salesmen who booked larger orders on Saturday than any other day in the week. Suppose you have had a bad week; more than one salesman has put a poor, crippled week's record on its feet by working hard on Saturday. Yes, I know, some salesmen will insist that, as applied to their particular territory, the four begging little devils are right. 'You see what you say is generally true; but in my territory things are different, and—' Oh! shucks! Before you try to 'pull' any of that 'different' stuff, buck up against the game and see if I'm not right."

The writer can give personal testimony to the truth of these deductions, at least, so far as small towns go. He has found busy heads of large machine plants hard at work before eight in the morning, and he has also found them still at it at five-

thirty in the evening. So far from taking exception to calls at these apparently unseemly hours, they almost invariably seem to be impressed by the salesman's "being on the job," and regard him, and consequently his house, as hustlers worthy of serious consideration.

Charging Strike Expenses

WHAT is a print shop to do with the expenses that are incurred in connection with a strike in the mechanical department? There are a number of ways in which this can be handled, but some of the methods employed are rather interesting.

Here is the way in which a writer in a current issue of an American printing journal sizes it up,—

"No one will deny that the strike for a forty-four hour week has caused a lot of extraordinary expense to the printing offices of the United States and Canada and that the result has been an increase in the cost of production—temporary or permanent, according to the way in which printers adjust themselves to the final outcome—whether they grant the demand or win a fight against it.

The question then is who shall pay this extra cost, and how shall it be billed? This is a very important matter to all employing printers and a matter of life and death to those who are financially weak. Consider for a moment , then, the following facts and their application to your own plant:

1. You are in business for the benefit of your customers. Incidentally you earn a living and your capital earns interest by serving them, but the buyers of printing are the ones who receive the most benefit from your existence in business. This may not be the way some of them look at it; and some may sneeringly say, "There are other printers"; but as a whole this is the correct view of the situation.

2. Acting for the benefit of your customers you have either fought the shorter week and increased wage, or you have granted them, as your judgment and business experience indicated was best.

3. If the latter, you will naturally be compelled to pass the increased cost along to your customer, and gently but firmly tell him that it was caused by conditions over which you really had no control.

4. If you fought the change you accumulated certain unusual expenses for the intent of keeping down future costs, which expenses could not be charged to the jobs then going through the plant, but which must accumulate until the return of normal or settled conditions.

5. This extraordinary expense was incurred in an effort to serve the interests of your customers, just as surely as was the increased cost by shorter hours and higher pay of the printer who granted them. How are you going to distribute it fairly to those customers?

Working for the Customer

No matter which way they acted, few business men will be disposed to dispute the proposition that they were acting for their customers, so that may be considered as granted.

No one who accepted the mandate of the unions and granted the hours and wages which increased costs will deny that the increase should be passed along to the ultimate consumer. Therefore, we may consider this proposition proved.

Then we have those who have done their best to maintain the things that they thought right for their customers and paid out good money and endured extra worry and labor to serve their patrons. That this was done for their customers and should be paid for by them does not seem to admit of argument. But how shall we charge an unknown quantity? Not until the smoke of the battle has cleared away and the injured and disabled are again back in the ranks will we know what it has cost. Then it will be too late to charge it to the work done while the battle was on.

Here is one solution of the problem of distributing the extraordinary strike expense which seems to be fair to all concerned and is practicable:

Open an account in the ledger headed "Extraordinary Strike Expense," and charge to it all the numerous costs that are unusual during the strike period and which are not sufficiently identified with any job to be carried to its cost sheet. Hold this account open until the return of normal conditions, and then add up the total. The amount will surprise you, but that is not the point that we are driving at. When the debit side of this account is complete and has been closed, figure its relation to your annual business volume in a normal year. For instance, if your strike cost is $5,000 and your annual business $100,000 it will be five per cent of your total business.

Now this account is not to be charged to profit and loss and thus absorbed into the general expense of the business, as most bookkeepers would do, but the credit side is to be kept open until it is balanced by the method suggested below.

In making up the cost sheets of each individual job total all the items of cost, add the usual profit so as to get the normal selling price, and then add an item "For Extraordinary Strike Expense" and charge it with five per cent of the previously ascertained total price. This will make a total no higher than if you have given shorter hours and higher wages, and in most cases it will be less.

Make Sure of This

Here is the crux of the whole matter. When entering the credits on the ledger carry this five per cent to the account headed "Extraordinary Strike Expense" on the credit side, and see that the money is really put aside to replace that used for those expenses. By the end of the year the whole amount of the extra expense will have been wiped out without any difficulty and will have been paid by those for whom it was really incurred. Should the amount seem to be too large to recover in one year, or should the percentage seem too high, the collection can be spread over a longer period of time, but it is our opinion that one year is the proper period on which to figure the recovery of the amount. When the account has been balanced it can be closed and forgotten.

But that is not all. Here is something that will do more to prevent a recurrence of the trouble than anything else we have heard or seen suggested, even strike insurance. Keep right on adding that percentage and putting aside the amount thus achieved and allow it to accumulate a reserve for meeting similar conditions in the future. You can make the reserve as large as you like, but it should not be less than the cost to you of the present experience and should be invested in interest bearing quickly convertible securities to prevent its being used for current expenses.

This would prove the most profitable strike insurance that you could possibly have. It might not prevent strikes, but it would certainly prevent the uncomfortable strain through which many have gone at this time.

Publishers and Paper Prices vs. Advertising Rates

In an effort to reduce production costs by getting lower prices on their paper supplies, publishers who are members of the Canadian National Newspapers and Periodicals Association asked for a conference with paper manufacturers. This conference was held in Toronto on Sept. 8, when the situation was fully discussed. Today some publishers are actually paying more for paper than in 1920, while the ruling price on book paper is 100 per cent higher than in 1914. In some cases even more than 100 per cent increase is being paid. Unfortunately no relief is promised by the paper manufacturers. This does not, of course, refer to the grade of paper used by daily newspapers, which is materially lower in price now than in 1920. Publishers of Agricultural, Business, Educational, Religious and Technical Newspapers and Magazines in the United States, all of them in direct competition with Canadian publishers, are today buying their paper at from 25 to 40 per cent less than the prices paid for paper used in the MacLean journals. These U. S. publications are all admitted to Canada free of customs duty.

The Canadian Export Paper Co. announced that its price fo contract newsprint for the last quarter of the present year would be $80 a ton, or 4 cents a pound, compared with the rate of $95 now in force.

This decision follows on the recent conferences of important paper producers in Montreal, and is in line with forecasts which have been commonly made for several weeks past.

Winnipeg Now Under Open Shop Conditions

Tried To Arbitrate The Differences

EMPLOYING printers of Winnipeg, Man., have established the open shop after a deadlock of several weeks. With no promised settlement it was decided at a meeting on August 25 that no further recognition was due the union and a definite policy of open shop would become effective the next day. The decision was arrived at after considerable discussion and after some of the employing printers had been asking for some time to have the policy definitely adopted by the "Fighting Forty-nine" shops which have signed together in the lengthy but unexciting fight.

As was stated in a previous review of the Winnipeg situation, the question has long been before the joint council of industry for hearing. At the outset of the meetings with the council its chairman said that a finding would be made when all the facts of the case had been placed before the council. A long brief was prepared by the legal council of the employing printers which was presented at the hearings. Upon being asked to make a proposition which would allow of arbitration both sides were engaged in consideration of the matter and the employers stated their willingness to arbitrate on the three points which they wanted considered. The three points were hours, wages and union jurisdiction and control. Although the union representatives had previously given the council the impression that they were willing to arbitrate and that it was the employers' side which was holding up settlement there was considerable surprise expressed by the chairman of the council when the men refused to meet the employers' side in a matter of arbitration of all questions before the council. No direct answer was given on the question of union authority in the shops. The only answer given was considered by the employers evasive and indirect, as the men offered to discuss "working conditions" which was not considered to cover the question of union jurisdiction and control. It was this matter that eventually became the main log in the jam which resulted. The Joint Council admitted that the employers had presented a clear and complete brief of their side of the case and the previously evident misunderstanding of the employers' position was cleared away. All efforts to get the two sides of the controversy agreed on a platform of arbitration were unavailing and the employers commenced to look for some solution of their problems other than the signing of an agreement with the unions.

Plans have been under way to have a printing school established to be maintained by the employers and for the purpose of training men to the trade. Nothing definite has been decided upon as yet, the employers not wishing to go to the expense of starting such a school with a possibility of a settlement with the unions coming about, and necessitating the abandonment of the school before it had achieved its purpose, and warranted the outlay.

That the open shop move will meet with success is predicted freely by employers who have been investigating the conditions in other Canadian cities and the possibilities of obtaining men. It is expected this will precipitate some excitement as the unions are bitter against the local typothetae and accuse the organization and its representatives of being here for the purpose of fighting unionism. A letter sent to the chairman of the council of industry asks that the finding of that body be made public immediately and informs him that the employers no longer recognize the unions and withdraw all outstanding offers.

Hour Costs In Detroit

Detroit hour costs for the months of July reached the highest point in the history of the Typothetae-Franklin Association. The mark set will in all probability stand as the peak of the load, as preliminary reports of August business show an increase in productive hours, with a corresponding decrease in cost.

The costs for July were as follows:

Hand Composition	$4.22
Job Press—10x15 and smaller	2.11
Job Press—12x18	1.92
Miller—10x15 and smaller	1.91
Miller—12x18	2.59
Humana	2.25
Standard	3.46
Kelley	3.24
Small Cylinder	3.87
Medium Cylinder	5 27
Large Cylinder	4.99
Power Cutter	3.06
Hand Cutter	2.04
Small Folders	3.37
Large Folder	4.37
Ruling Machine	2.47
Bindery B	1.20
Bindery C	1.58
Bindery D	1.33

The stock handling cost for the month was 7.54 per cent and the selling costs of the completed work was an even 10 per cent. Mechanical pay roll amounted to 48.5 per cent of the total expenses. Department direct expense being 21.8 per cent and general commercial expense 29.7 per cent.

It Should Be Possible

W. B. BURGOYNE, of the St. Catharines Standard, was asked by Printer and Publisher regarding the address given by J. E. Atkinson, president of the C.D.N.A., at the gathering of the I.T.U. at Quebec. Mr. Burgoyne was away on a trip to Duluth at the time the address was made. "While I was away," said Mr. Burgoyne, "I was necessarily unfamiliar with what was going on at Quebec, as Canadian papers or U.S. daily papers having accounts of the I.T.U. meeting were difficult to obtain. It occurs to me that I did read in one of the papers about the end of last week that the I.T.U. had agreed to make an agreement for arbitration between the C.D.N.A. and the I.T.U., following an agreement which was expected to be arrived at in the fall between the I.T.U. and the A.N.P.A. In view of that decision it seems to be unnecessary to go into an argument in support of the contentions presented by Mr. Atkinson on behalf of Canadian daily publishers. I suppose it is not disguised that the newspapers next year must face the issue of a forty-four hour week. I cannot but think that it is an inopportune time for the I.T.U. to be pressing, as they are, for a forty-four hour week, at the present time in the job offices and next year in the newspaper offices. Had the I.T.U. leaders a year ago foreseen what was coming this year it is questionable whether they would have encouraged the campaign at this time. However, there can be little doubt that it would be very much to the interests of both employers and employees to endeavor to arrange their differences in regards to both wages and hours by arbitration rather than resort to strikes. Strikes are never desirable and quite often they are unnecessary and seldom resorted to if both sides would agree to arbitration of their differences. There is a great deal to be said on behalf of the publishers who cannot see their way clear to a forty-four hour week, and the employees are not without reason in making every effort to better their state, whether in regard to hours or other working conditions. As an employing printer for more than forty years and a publisher for more than a third of a century, I have never but once had any difficulty with the Union, and that was really a trivial affair, bordering on comedy or farce. I was a member of typographical unions in several cities before going into business and at one time president of our local union, and therefore I can look at the matter fairly from both angles. The union leaders and members are usually open to reason, and it is infinitely better to come to an amicable agreement rather than resort to force on either side."

Protecting Against the Costly Typo. Error

When Prices Are Advertised Too Low

ADVERTISING managers are paying considerable attention to clauses protecting their papers from losses incurred through typographical errors in prices listed in advertising columns.

Hardly a paper escapes a run-in with some of its advertisers from this cause. One publisher, speaking of this matter recently related a case that happened in his paper. He told it this way:—

"A merchant advertised a number of suits of clothes at $19.50. Through an error the price of a suit of clothes was made to appear as $1.95. There were fifteen suits in the lot. Before business started for the day the head of the firm called us up and said he was going ahead and sell at the advertised price and charge the difference back to us. Just for the moment I did not know how to go about it, although it would be quite clear to any reader that there must be a mistake in selling a good man's suit for $1.95. I inquired what the sizes were and found they were mostly about those worn by the average man, so just off the bat I put up the proposition that we should have first chance at the suits. To this he would not agree, but suggested that we have a man on hand when the sale opened. We did, and he bought in the lot with the exception of two suits, which the merchant sold to other customers to keep faith with the public. as he said. So there we were with 13 suits of clothes on our hands. Fortunately they were good, standard makes, and as prices were around $40 for any kind of a suit then I was sure I was not stuck very bad. My first thought was to give the boys in the office a chance at about $15 a throw, but on second consideration I decided on another course—advertise and sell them.

"Next day we used space freely to move our 13 suits of clothes. Just to show the merchant what a poor salesman he was we put his $19.50 suits on at $24.65. Just why we picked that figure I don't know, only I was bound we were going to win. We described in our ad. that the stock had more or less been forced on our hands. The selling of the suits was to be done right in our own office. At 11 o'clock in the morning the suits were done, with the exception of one which I had picked out for myself. So when I came to figure out I had paid out $253.50 and taken in $295.80. That left me $42.30 out of which $18 was charged against me for advertising. On top of that I had a suit myself. The next day I went to the store of the merchant and to say the least he met me with a sheepish grin, and I met him with the query if he had any more merchandise that he wanted a real merchant to move for him. He apologized profusely for the attitude he had taken previously, and stated that on second thought he could easily see that he was in the wrong, and that an explanation, written on the stationery of our paper, would have been quite sufficient to show to those who came in to purchase the suits."

What Other Publishers Do

At the invitation of Printer and Publisher, a number of Canadian advertising men discussed this matter, and their experiences are varied, showing that there is no uniformity, and that the matter has never been incorporated in a standard contract.

Leman A. Guild, managing director of the Whig, Kingston, says:—

"We have never included in our rate card any provision for such an eventuality. The result has been that when a typographical error occurred, offering goods at less than their selling cost per copy, the newspaper made good the difference. The total sometimes ran into a considerable sum. I had already noted in a trade magazine the action of Burlington Free Press, and had resolved that we would include this in the conditions printed in our next contracts issued. I think it is a splendid idea for the protection of the publisher, while, at the same time, it furnishes to the advertiser means of proving conclusively to would-be customers that the low price is a typographical error."

The clause used by the Burlington (Vt.) Gazette, to which Mr. Guild refers, is as follows:—

"In the event of a typographical error, advertising goods at less than the proper price, the newspaper will furnish letters to be posted in the store stating the correct price, but goods may not be sold at the price printed and the difference charged to the newspaper."

W. B. Preston, Brantford Expositor:—

"We have never incorporated a clause in our contracts giving us protection in the case of typographical errors in advertisements. In our opinion it is a mistake to have too many clauses and conditions in a contract. They confuse the advertiser, and make him think he is tied up to an agreement that is too iron clad in its nature. We have always taken our chance on errors, and in a good many years' experience have had no trouble in making satisfactory settlements with an advertiser where errors have occurred. Our practice has been, almost without exception, to immediately send the advertiser a letter explaining the error in such a way that the customer would be satisfied, and the merchant relieved of loss."

E. S. Hunter, Woodstock Sentinel-Review:—"Practically all our advertising arrangements are made by letter to suit the individual requirements of each case, and we, therefore, are not at present using a printed contract form. We have no guarantee from them of any particular space other than that they will use daily space of some size, which is left to them. On the other hand they have no guarantee of how long their rate will hold good, we having the privilege of increasing it if we find it necessary at any time. We have done this on several occasions in the past two or three years and have gotten away with it in each case. We have never embodied such a clause as this for protection against typographical errors, but the idea is certainly a good one. As far as we know, in all our experience we have only had three cases of this nature. Two of the times we had to settle and the third time we were not even asked to by the advertiser."

Henry J. Foster, Galt Reporter:—"We have no clause in our contract covering this and our understanding with the local merchants is that in the case of a typographical error we are liable for reimbursement only to the extent of the cost of the advertisement in which the error occurs. On several occasions we have satisfied the advertiser by giving them a letter to post in their store stating that the mistake was due to a typographical error and that the goods should have been advertised at such and such a price. My understanding has been that the legal liability of the newspaper was only to the extent of the cost of the advertisement, and this is the reason why the policy outlined above has been followed. Any definite information that can be given along this line will, I am sure, be appreciated by publishers generally."

H. B. Muir, managing director London Advertiser:—"The contract which the Advertiser has been using carries a clause as follows:—'It is also distinctly understood that any omissions or wrong insertions on the part of The London Advertiser Co. Limited, are to be made up only by extra insertions at the termination of this contract and shall not void any of the provisions of this contract.' "

T. H. Kay, advertising manager of the Kitchener Record:—"The Record has no clause protecting our paper from losses and typographical errors. We have credited stores with the price of the ad where a serious mistake of this nature has occurred but have never taken responsibility for anything beyond this. We would be glad to know what is the general practice in other offices."

E. G. Smith, manager of the Quebec Telegraph, states that they have just included a clause in their contracts to cover the point, following very much the lines of the one quoted in the first part of this article.

F. H. Leslie, of the Niagara Falls Review, says they have no rule bearing on this question, adding that fortunately we have never had to make good on any such error, but we've had a narrow escape on two or three occasions."

Continued on page 30.

A Prescription For Success

By CHARLES FRANCIS

THE principal ingredients that go to make up success in the printing business are as follows:

1. Strict honesty with your customer, competitor, banker, those who assist you, meaning labor, and in fact in all things, especially with yourself.

2. A thorough knowledge of your business, both mechanically and commercially.

3. An efficient equipment and an efficient force to handle the equipment.

4. A knowledge of your costs sufficient at least to know whether you are making a fair profit on all your product.

5. Careful study of your overhead to see that you do not overload your productive capacity by complicated book-keeping or methods of obtaining work.

6. Make your every customer a salesman for your business. This he is always willing to become if you treat him right and give him good service. It is easier to keep business than to get new business. Strain every effort in reason to please the customer.

7. Have satisfied, competent help, and see that they are supplied with an abundance of material; it is cheaper than labor.

8. Be careful that every step or movement is shortened to the uttermost, and that the hygiene of the workrooms is as good as it is possible to make it. Then if the returns show that it can be done, let the producers share with you the results. In fact, the whole establishmnt should be run on the family basis. "One for all and all for one."

With these I might add that constant watchfulness and thought with unity of action must bring success.

Selling Quality Instead of Quantity

And Learning To Speak In Odd Thousands

UNDER the heading "Five-Minute Conversations," *The Informant*, the house organ of the Zillerbach Paper Company, of San Francisco, prints a line of advice and suggestions for printers that makes a ten strike every time. In the last issue was the following, emphasizing the printer's possibilities in the smaller towns, in improving the quality of his work:

"Howdy, Steve. Back again in your town to take home another order for paper."

"Hello, son. Glad to see you. But as for the order—maybe so and maybe not. Anyway, it won't be for anything very good."

"Don't be a pessimist. What . . ."

"Not pessimism; plain facts. We can't put over the kind of work the city shops do, you know that."

"I know you small town printers don't—but it's your own fault about four-fifths of the time."

"Huh! It's all right for you salesmen to talk up quality, but it won't go here; our conditions are different."

"For instance?"

A PRETTY SCENE IN CENTRE ISLAND, TORONTO.

"Well, this job right here. The price is absolutely fixed by the amount the customer can spend. He wants a 16-page booklet self-cover and a second color. And he sets the price, iron-bound and inflexible. I have figured the job as close as I can, and to do it I've got to use the paper in this dummy. It's cheap, I know, but what can I do?"

"A tough proposition, sure enough. But tell me something. How many pieces are wanted?"

"Ten thousand."

"Did you discuss the size of the run with the customer?"

"Naturally."

"I mean, just how did you and he arrive at the exact number of copies to be printed?"

"Why, he said he figured to use ten thousand, that's all. He ought to know what he wants."

"Perhaps, but does he? I'll lay a little bet with you that he *doesn't* know within several thousand of what he wants. Say did you ever hear of a customer ordering seven thousand copies? Or eight thousand three hundred? Or any such odd number? Yet the chances are if he figured it down he'd find that some such total would be all he could use."

"That may be, but in this case my customer orders ten thousand pieces, and that's what I'll have to give him."

"Not if I have the case sized up right. In order to give him ten thousand copies you trimmed down the quality of paper instead of trimming down the number of copies. If you went to this buyer with a dummy made of Enamel and one of this cheap paper, and put it up to him that the difference in the cost of a few hundred less copies would give him the job on the high grade stock, he'd jump at the chance. You say he 'figured' to use ten thousand. It's safe to say he estimated the number and could get along exactly as well with eight or nine thousand."

"But . . ."

"Nothing doing on the but! It's simply a matter of salesmanship. The city printers use such schemes to give the buyer of printing a better job than he thinks he wants in the beginning. You can show your man in ten minutes that he'll be getting a bargain in say, eight thousand booklets instead of ten, because each of the eight thousand will have at least fifty per cent more class, and will do better selling work for him. Sometimes I think that the country printers are overlooking a big chance to build up a reputation for high grade work because they don't really 'sell' their services and their ideas. Keep the local jobs from going to the city. . . ."

"I wish I knew how."

"I'll tell you one way. In cases such as this one, take it on yourself to find out why the buyer says 'ten thousand' or 'twenty thousand.' In most cases the number can be reduced and the saving put into the right kind of high grade paper. He pays no more, gets a vastly improved product, and does more business because the printing is better. If I were in your place, do you know what I'd do?"

"Shoot!"

"I'd begin thinking in odd numbers until it became a habit. Why shouldn't it be as easy as thinking in five or ten or twenty thousands? And probably if you came in with your estimate on eight thousand six hundred booklets the customer would think you certainly knew your business, and was looking out for his interest at the same time."

Midland Counties Issue Their New Price List

Committee Has Been Working On It

THE Midland Counties Press Association, at their meeting in the spring, appointed a committee composed of Charles M. Mundy, O.M. Alger and B.C. Copus, all of Oshawa, the idea being to draw up a price list for job printing. Copies of the list, which became operative on September 1, have been sent out, with the invitation to members of the Midland Counties Association to suggest any changes they think should be made, and giving an explanation and reason for the suggested change.

The list, as it stands, is as follows:—

LETTERHEADS

8½ x 11 x 20 at *28c*

250	$ 4.50
500	6.00
1000	9.00
Extra 1000	5.00

Two colors $4 per Thousand extra.

Higher priced stock add to these prices proportionately.

BILLHEADS

5½ x 8½

8vo Post— 250	$ 4.00
— 500	5.00
—1000	7.00
Extra 1000	4.00

7 x 8½

Quarter Cap —250	4.25
— 500	5.50
—1000	7.50
Extra 1000	4.50

8½ x 11

Quarter Post — 250	$ 5.00
— 500	6.50
—1000	9.00
Extra 1000	5.50

8½ x 14

Half Cap— 250	$ 5.50
— 500	7.50
—1000	10.00
Extra 100	6.00

Smaller quantities than 250 to be $3.50 to $4.50 according to size

WINDOW CARDS

11 x 14—1, $3.00; 25, $6.00; 50, $7.50; 100, $10.00. Colored ink extra $3.50.
14 x 22—1, $4.00; 25, $8.00; 50, $10.00; 100, $13.25. Colored ink extra $4.00.
22 x 28—1, $4.50; 25, $9.00; 50, $12.50. Colored ink extra $4.50.

NOTE AND LETTER CIRCULARS

Work only—15c per line set in 12 pt type, 36 ems, with minimum for press work of $1.00. First 100 copies add 100, 50c. Cost of stock to be added. Manuscript averages 10 words to line.

Where business heading is also to be printed on circulars minimum charge of $1.50 to be added.

Two-color circulars add $3.50 and 30 per cent. for blank fly leaf.

DODGERS AND POSTERS

(White Paper, light form; **colored paper** 10 per cent. extra.)

6 x 9—100, $2.50; 250, $3.00; 500, $4.00; 1000, $5.50. Add. 1000, $2.75.

6 x 12—100, $3.25; 250, $3.75; 500, $5.00; 1000, $7.00. Add. 1000 $3.50.

9 x 12—100, $3.75; 250, $4.75; 500, $6.00; 1000, $8.00. Add. 1000 $4.00.

12 x 18—25, $5.00, $5.75; 100, $6.25; 200, $7.00; 500, $8.00. Extra 100, $1.00.

18 x 24—25, $7.50; 50, $8.00; 100, $8.50; 200, $9.50; 500, $12.50. Extra 100, $1.00.

24 x 36—25, $8.75; 50, $9.75; 100, $11.75. Extra 100 $4.00.

For heavy composition add to these prices. Two-colors add 50 per cent.

AUCTION SALE BILLS

With Lists of Farm Stock, Implements, etc.

12 x 18—25, $7.50; 50, $8.00; 100, $8.75.
18 x 24—25, $9.00; 50, $10.00; 100, $11.00.
24 x 36—25, $12.00; 50, $13.00; 100, $14.25.

PRINTING BILLS OFF ADVTS

9 x 12—500, $3.50; 1000, $6.00. Additional 1000, $3.50.
12 x 18—500, $4.50; 1000, $7.50. Additional 1000, $4.50.
18 x 24—500, $6.00; 1000, $9.00. Additional 1000 $5.00.

STATEMENTS, MEMOS AND NOTEHEADS

8½ x 5½ x 20 lb.

250, $4.00; 500, $5.00; 1000, $7.00. Extra 1000, $4.00.

ENVELOPES

Printing only—add net cost of Envelopes plus.)

250, $2.00; $500, $2.50; 1000, $3.50; 2000, $6.00; 5000, $12.00.

CONCERT TICKETS

With coupons—100, $2.50. Additional 100, 50c.
Without coupons—100, $2.25. Additional 100, 35c.

GOV'T POSTCARDS

(Printing only.)

100	$2.50
Additional 100	.25

PRIVATE POSTCARDS

(Printed both sides.)

100	$ 5.00
500	7.00
1000	10.00

VISITING CARDS

50, $1.75; 100, $2.25.
Black bordered, 50 per cent extra.

BUSINESS CARDS

stock, $2.00 per 1000.

100, $2.50. Additional 100, 75c.

INVITATION CARDS AND ENVELOPES

3½ x 5½—25, $3.50; 50, $4.50; 100, $6.00.

MEMORIAL CARDS

6, $2.50; 12, $2.75; 18, $3.00; 25, $3.25; 50, $5.00; 100, $7.00.

WEDDING INVITATIONS

$2.50 Stock, including inside and outside Envelopes.

12, $3.75; 18, $4.25; 25, $4.75; 50, $6|0; 75, $8.75; 100, $10.00.

AT HOME CARDS

(Including Envelopes.)

Small *8vo*—25, $3.50; $50, $3.75; 100, $4.50. Extra 100, $3.00.

Large *8vo*—25, $4.50; 50, $4.75; 100, $5.50. Extra 100, $3.50.

BUTTER WRAPPERS

500 with maker's name, $4.25; 1000, $6.50; printed "Dairy Butter" only, 50c per 100. Plain, 40c per 100; $1.75 per ream.

SHIPPING TAGS

On basis of No. 5 Tag.

500, $3.50; 1000, $5.50. Additional 1000, $3.50. Other sizes and qualities in proportion.

ROUTE CARDS

14 x *22*—25, $10.50; 50, $12.25; 100, $14.75. Additional 100, $4.15.

Folders, *7* x *7½*—50, $7.50; 100, $8.50. Additional 100, $1.75.

Charge for extra heavy or tabulated pedigree, $10.00 up.

RECEIPT AND ORDER BOOKS

3 1-4 x 8½—250, $5.00; 500, $6.00; 1000 $8.00. Extra 1000, $4.00.

3 1-4 x 11 (with stub)—250, $6.00; 500, $7.00; 1000, $9.00. Extra 1000 $4.25.

BALLOTS

3 names or less, 300 ..... $ 5.00
Each additional 100 ..... .25

Also add 50c for each additional name.

PRIZE LIST

$2.50 per page for 200 copies; 25c per page additional for each extra 100 copies.

VOTERS' LIST

$2.50 per page for 200 copies with 25 names or less to a page set without down rules. Cover to count as four pages. Additional 100 copies, 50c per page.

FINANCIAL STATEMENT AND AUDITOR'S REPORT

Reports, 5½ x 8½, type, 24 ems x 40 ems, $2.50 per page for 200 copies. Additional 100 copies 50c per page. Cover to count as four pages.

BOOKS, PAMPHLETS, CONSTITUTIONS, BY-LAWS, MINUTES, ETC.

5½ x 8½—$2.50 per page for 100 copies 8 point solid. Additional 100 copies, 50c per page. Cover to count.

CONCERT PROGRAMS

Single Sheet *5½* x *8½*—20 numbers or less. 20 lb. paper at 20c. 250, $5.00; 500, $5.75; 1000, $7.25.

4 page folder printed 3 pages—250, $7.50; 500, $9.00; 1000, $11.00.

WORK LIST

Gordon press work, $1.50 per hour; hand composition, $2.00 per hour; machine composition, $2.50 per hour; cylinder press work. $3.50 per hour; bindery work, $1.00 per hour; hand numbering, 75c per 1000 numbers; punching, 50c per 1000 holes; perforating, $1.00 per hour; wire stitching, $1.00 per hour; folding, 75c per 1000 folds.

Complimentary Dinner To Carriers

Mrs. I.E. Bowell, president and manager of the Intelligencer Printing and Publishing House, Ltd., Belleville, tendered a complimentary dinner to the boys and girls who work as carriers for that paper. Mrs. Bowell at the banquet welcomed all her little guests in a kindly way and said that while this was the first occasion of the kind she hoped it would not be the last. She wished to get acquainted with each one and asked them to speak to her whenever they met her. The Intelligencer family was a large one and all should get acquainted and work together for the good of all, and the interest of the business. The Intelligencer, conducted by her late husband, had always been loyal and true and under his management had won outstanding success. It was her desire to continue this policy and make The Intelligencer constantly better and more interesting. She heartily welcomed every guest and wanted them to have the best time possible.

Mrs. Bowell upon resuming her seat was tendered an ovation with hearty applause and the singing of "For she's a Jolly Good Fellow."

A Paper of 1824

A writer in the Star Weekly gives the following historical reference to the first newspaper published in Toronto, and the stormy setting of its early days. The building referred to was located where car barns now stand at the corner of Front and Frederick streets, Toronto:—Visitors who journey to Brock's monument by trolley from the Queenston landing stage will recall passing an old stone ruin on the left hand side as the car turns west before gaining the height. In the early part of last century Queenston was a very important place, but as early as 1824 rumors of a canal to connect Lake Ontario with Erie were current, and William Lyon Mackenzie who occupied that stone building, decided to move across the lake, and leased the old building of our sketch. Here he founded the Colonial Advocate, the first of our independent newspapers, in 1824. It was a time of political storm, and the Family Compact stirred the seas upon which the venture was launched. The first issue of the local paper was published in November, 1824. By January, 1825, the government became so alarmed at the power of the paper that serious consideration was given to its abolition. I have had the privilege of examining the Colonial Advocate. The bound files are in a private dwelling in Parkdale. Mackenzie was expressing public opinion and not trying to create it. Libel actions and other means of harassing him were tried until June, 1826 when Mackenzie left town with a view of disposing of his interest and attempting to recoup his losses. While absent, on the evening of June 8. his office was attacked by a mob who wrecked his plant and threw his type in the bay. This dastardly act was committed in daylight in the presence of two magistrates, neither of whom made any attempt to prevent it. When Mackenzie returned next day his labor of years was a heap of ruins, but his friends rallied and a damage action was commenced and prosecuted with such vigor that the jury's verdict instantly removed him from embarrassment and supplied him with ample capital to fight his foes. Before the close of the year new presses and new type had made the paper so influential that Mackenzie was elected to a seat in the House.

After 1837 when Mackenzie was compelled to fly for his life, the old house was occupied by a succession of tenants and was burned to the ground in January 1855. Its site is now in possession of the city, and perhaps the council may spare a few dollars to erect a plate on its car barn that he who passes may know from what humble beginnings the great things of Toronto have sprung.

The Publisher's Disadvantage

Acton Burrows, president of the Canadian National and Periodicals Association, took advantage of the opportunity at the Toronto Fair, on Press Day, during the visit of the prime minister, to point out the disadvantage under which Canadian publishers are working.

In this connection Mr. Burrows said in part:—

"The Association, which I have the honor to imperfectly represent, the Canadian National Newspapers & Periodicals Association, embraces the agricultural, the business, the educational, the religious, and the technical newspapers and the magazines. These are actually national publications, their circulations in the great majority of cases extending from the Atlantic to the Pacific.

"I can confidently say that they are performing a great national work, and that they will compare favorably with those of any other country, even with those of the great country to the south of us, with its far larger and more intensive population.

"In this connection I should like to impress on the Prime Minister the fact that United States publishers are allowed to, send their publications, their finished products, into Canada absolutely free of duty, while we have to pay heavy duty on anything we have to import, and which we require to use in the production of our papers."

Miss Kathleen Panton, daughter of Major William Panton, editor of the Milton Champion, has been appointed Superintendent of the Nurses' Training School at the Sick Children's Hospital, Toronto.

Printer & Publisher

Published on the Twelfth of Each Month.

H. D. TRESIDDER - - - Business Manager.
A. R. KENNEDY - - - - - Editor.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $3 a year; United States, $3.50 a year; other countries, $4 a year. Single copies, 30 cents. Invariably in advance.

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Established 1887 Limited

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H. T. HUNTER - - - - Vice-President.
H. V. TYRRELL - - - General Manager

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Application for A.B.C. Audit.

Vol. 30 TORONTO, SEPTEMBER, 1921 No. 6

The Job Reviews

Press of other matter made it necessary to leave over for our October issue the job reviews intended for September.

Exposition Statistics

E. L. Wilson, efficiency engineer of the Regan Printing House and chairman of the Work Committee of the Graphic Arts Exposition in Chicago, has compiled the following statistics briefly giving some of the production figures of some of the machinery that was operating at the exposition:

Impressions made on:

Cylinder presses	587,000
Offset presses	201,000
Total	788,000

No attempt was made to keep a record of the production of platen presses.

Number of sheets folded	370,000

Number of books stitched:

Automatic side stitcher	25,000
Automatic saddle stitcher	165,000
Total	190,000

Number of books trimmed:

Trimmer	125,000
Flat cutter	45,000
Total	170,000
Stripping machine	25,000

This work was done either for distribution at the show or for Chicago printers—"Printing."

The Newsprint Outlook

Canada exported 58,182 tons of newsprint paper to the United States in July, an increase of 11,962 tons over the month of June preceding, according to a statement just issued from Washington. American imports of newsprint from Europe during the month totaled 7,882 tons, Germany sending 4,535 tons, Sweden 2,344 and Belgium, Denmark, Finland and the Netherlands making up the remainder. In June the European imports amounted to 4,558 tons. Taking the July imports from Europe as a monthly average for the year it would mean that the United States imports of newsprint from other countries than Canada this year, in spite of all that has been said about them, will fall below 100,000 tons, or less than 5 per cent of the normal American consumption of newsprint. Meanwhile, United States exports of newsprint, normally over 5,000 tons a month, have fallen to almost 500 tons. In normal times American newsprint exports would just about offset their present rate of European imports, leaving the domestic requirements to be filled by Canadian and American mills. Canadian newsprint authorities deduct from this statement that the situation as to their American market is still very favorable and likely to improve from now on. There are indications, such as a resumption of advertising to move fall goods, an increase in newspaper circulation due to a reduction in the selling price (many American newspapers have recently come down from three to two cents a copy), and the starting up of new newspapers, which, they say, encourages the belief that from now on the demand for newsprint will gradually increase. Recent reductions in the contract price for paper will also contribute to this end. In Canada the federal election campaign is also expected to have a stimulating effect upon the newsprint market.

Death of Ralph Ward Jackson

THE LATE R. W. JACKSON

Word from Johannesburg, S. A., reports the death of Ralph Ward Jackson, managing director and editor of the Rand Daily Mail. Last year he was a visitor to Canada, being a member of the Imperial Press Conference. party. While in Canada he was honored with the degree of Doctor of Literature and Law.

Mr. Jackson was a son of the late Rev. William Ward Jackson, of Normanby Hall, Cleveland, in Yorkshire. He was educated at Wellington College and the Royal Military College, Sandhurst, and obtained a commission in the 11th Hussars in 1890. Afterwards he became private secretary to the governor of Ceylon, and subsequently acted as assistant private secretary to Right Hon. Geo. Balfour, chief secretary for Ireland. He went to South Africa in 1904, and became editor of the Rand Daily Mail and a director of the Rand Daily Mail and Sunday Times, and managing director and editor of both papers in May of 1915.

A number of Canadian journalists will remember Mr. Jackson, having met him during his trip through Canada. He was particularly interested in our form of government, and in comparing the problems we met here with those of South Africa.

Protecting Against the Costly Typo. Error

Continued from page 25

The Halifax Chronicle has a little clause, printed in red at the top of its local contracts, which gives protection to the publisher. It is worded as follows:—"The Publishers are not responsible for typographical errors or other mistakes; the Advertisers have the right to correct the proof sheets of their advertisements. All Contracts and Advertisements are subject to the approval of the Publishers."

The Times-Journal of St. Thomas, covers several matters on its contract. Some of these are as follows:—"It is understood and agreed that the said space shall be used only to advertise the ordinary business of the undersigned, and under no circumstance will it cover legal, election, or amusement notices, auction sales, excursions, want ads, or any other advertising subject to a special charge.

All advertisements estimated in agate measurement, 14 lines to the inch, measurement being from rule to rule at top and bottom.

All copy shall be subject to the approval of THE TIMES-JOURNAL of ST. THOMAS, LIMITED, which company shall have the right to decline to insert any copy deemed objectionable.

The undersigned agrees that THE TIMES-JOURNAL of ST. THOMAS, LIMITED, shall not be liable for damages arising out of errors in advertisements, beyond the amount paid for the space actually occupied by that portion of the advertisement in which error occurred, whether such error shall be due to the negligence of its servants or otherwise."

THE PERSONAL SIDE OF IT

Items for These Columns Solicited

British Columbia

Manager and editor Payne of the Daily News, Nelson, was a caller at the News office, Trail, this month.

J. J. Kerr is the new news editor of the Standard-Sentinel, Kamloops. Mort Billings is still business manager.

Mr. Brown, of the firm of Hanley & Brown, who recently disposed of the Standard, Penticton, has purchased the Star, Princeton.

Lawrence McKinnon, assistant editor of the Gazette, Grand Forks, spent part of September on a holiday trip at Okanagan Valley points.

Editor Elletson of the Miner, Rossland, was one of the unsuccessful competitors at the Kootenay tennis tournament at Nelson the fore part of the month.

Jack Wallace of the Free Press, Fernie, accompanied by his wife and son, Douglas, spent the early part of September on a motor trip through Washington and Oregon.

James Grier, of The Leaser, New Denver, has been favored with an appointment as a commissioner for taking affidavits in the Slocan electoral district.

H. H. Currie, news editor of the Daily News, Nelson, has just been elected West Kootenay representative on the executive of the provincial G. W. V. A.

Mrs. L. P. Sullivan, wife of the editor of the Courier, Cranbrook, was at Moose Jaw, Sask., this month, visiting a brother whom she had not seen in almost twenty years.

W.E. McTaggart, associate editor of the News, Vernon, was a prominent delegate from that town to the big Elks demonstration at Calgary, Alta,. late last month.

F.H. Lewis, a few years ago editor of the News, Trail, but now manager of a motor company at Yakima, Wash., was a caller of Editor Hall of the News, at Trail, this month.

A recent shuffle in the staff of the Standard-Sentinel, Kamloops, brings Charles Hunt, of the Sun, Vancouver, as editor, with Mort. Billings, as business manager.

The Standard, which came into existence at Penticton about six months ago, died at the end of August. The typesetting machine of the plant has been purchased by the Herald.

J. A. Pilkington, who purchased the plant of the defunct Penticton Standard, will run a job office in that town. He has just retired from the editorial chair of the Star, Princeton.

To still further improve the service it renders the public, the Herald, Penticton, announces that it has the agency for the Dominion Express Company money orders.

The latest addition to B. C. journalism is The Leaser, which James Grier is issuing fortnightly in connection with the job printing business he is running at New Denver.

J. W. Gehrke Co., of Vancouver, engravers, embossers and printers, have moved into their new home which is located at 651-653 Seymour St. Their new building has an available floor space of 10,000 square feet.

With the disappearance in May of the opposition ready print house at Regina, Sask., western users of "patents" have been favored with an advance of at least 30 per cent on renewing expired contracts.

Walter Jordan of the Review, Revelstoke, accompanied by Mrs. Jordan, spent a three weeks' vacation with old friends at Lethbridge, Alta., as well as sojourning at the well-known mountain resorts Banff and Lake Louise.

Dave Kay, foreman of the Courier, Cranbrook, was married to Miss Beatrice Allan of Fernie, at the latter place on Sept. 1st. After a wedding trip to Spokane and Seattle, Wash., they have taken up housekeeping in Cranbrook.

W. J. Clement, at one time editor of Pentincton Press, has just been appointed to the teaching staff of Columbian College, New Westminster. The Press succumbed a few years ago and was succeeded by the Herald.

C. F. R. Pincott, barrister, of Rossland, B.C., is inquiring for the whereabouts of John B. Kerr, who was editor of the Rossland Miner some years ago. There is a property de al involved that is very much in the interest of Mr. Kerr.

T. A. Love of the Gazette, Grand Forks, has just been elected a director of the Grand Forks Land Company, Ltd., which is about to put on the market a considerable block of fruit land in the Sunshine Valley, as the Gazette terms the Grand Forks sector.

F. A. Williams is now in full charge of the business and editorial ends of the Herald, Cranbrook. Formerly W. Elletson, of the Miner, Rossland, who also owns the Herald, spent three days a week on each paper, making his home in Rossland.

The Vernon and Kelowna weeklies are again issuing their usual size editions following a fight with the union officials over the 44-hour week. For almost a month the Vernon News was reduced to four pages, as against the usual issue of ten and twelve pages.

Toronto Globe:—With Mr. C.F. Crandall at the helm The Vancouver World will be a pacemaker in the newspaper field on the Pacific Coast. Mr. Crandall has edited papers in Halifax, St. John and Montreal. It cannot be said of him that "East is East and West is West, and never the twain shall meet."

Recently Bro. Love of the Gazette, Grand Forks, had occasion to refer to Editor Evans of the Sun, of the same town, after this fashion: "The cemetery sheet prates of the voice of its braying jackass. Evidently familiarity breeds contempt." It is evident, too, that the days of journalistic chivalry are not past in the Boundary country.

The Vernon News and Penticton Herald are charging 50 cents for advertising space, although a 40 cent rate is conceded by the Herald in case the advertiser uses the same space in the semi-weekly issues of that paper. The Nelson Daily News rate is 35 cents, and the Columbian, New Westminster, 40 cents.

The Port Alberni News commenting on the fact that it is 15 years of age, says in part:—"Some of our enemies have died from affliction of miserable selfishness and envy while others have gone to jails or lunatic asylums from the same causes. To be entirely without enemies would not make us happy. We still believe in the old philosopher who said, 'He who has no enemies has few friends and deserves none'."

The Cranbrook Courier celebrated its second anniversary last month, and continues to show improvement with age. The Courier and the Creston Review are the only two weeklies in East Kootenay charging $2.50 a year. Also Cranbrook and Kamloops are the only two towns practically in all B. C. that boast of having two weekly papers.

The Montreal Star announces that C.F. Crandall, its executive editor, has taken over the publication and management of the Vancouver World which he and some western and eastern associates have recently purchased. Mr. Crandall is recognized by Canadian daily publishers as one of the best newspaper executives in the country and the good wishes of his many newspaper friends in Canada and abroad will go with him in his new venture.

Rogers Printing Co. Ltd., was recently purchased by Walter Scott and H.G. Pittman, and have moved into their new premises at 580 Homer Street, Vancouver B.C. Mr. Scott was employed by the Stovel Co., of Winnipeg, for over eight years, the last four years as assistant superintendent of their large composing room. Mr. Pittman has acted as foreman for the Rogers Company almost since its inception twelve years ago, and is at present enjoying a well-earned holiday in England.

The James F. Morris Co. has been reorganized, under the name of Wrigley Printing Co. Limited. This firm will in future print the several Provincial Directories published by Wrigley's Directories Ltd., the president of which company (R. F. Wrigley) is also secretary of the Wrigley Printing Co. The latter firm has recently purchased the plant operated by the Technical Press, and will—when the plants are merged—have one of the most complete offices on the west coast and will make a specialty of publication work. The president of this company is Mr. Wm. Fultness, and the managing director Mr. E. G. Allen.

Harry Whitehead and his son Jack make a very good example of a father and son combination in business for themselves. Both are practical men, the father specializing in composition and the son in press-work under the firm name of Vancouver Job Printers. Harry Whitehead came from England 14 years ago, and for some years worked with the Thomson Stationery Co., nine years as foreman. In August of last year, along with his son, Jack, who has a varied experience in presswork, a business was started the press equipment being a 12 x 18 and a 10 x 15 C. & P. together with a good assortment of type. The new firm has done a nice business and things look bright for the future.

Here's a Vancouver firm, owned, solicited for and managed by three women. Under the firm name, Morrison & Morrison, at 532 Granville St., Vancouver, has been built up a flourishing publishing business. Katherine Morrison, proprietor, Isabel L. Morrison solicitor, and Mrs. A. S. Hind, manager of the printing department represents the personnel that has brought together a business that from sheer growing pains has moved several times. It was established in December of 1920, and by April the business had developed to such an extent that newer and larger premises were sought. Previous to going to Vancouver, Katherine Morrison was for eleven years in Regina and on first going to Vancouver took a position with one of the leading printing firms as solicitor, continuing in that work until she started for herself. Miss Isabel Morrison was also a solicitor for Adam Esh Co. of Edmonton, and the Van Houghton Co., in United States, while Mrs. A.S. Hind, lived before her Vancouver adventure, in Stoughton, Sask., since 1905, where she was owner and editor of the Stoughton Times. To Mrs. Hinds falls the lot of managing the printing department. And so, while many a young man hesitates and wonders if he could possibly make a "go" of business for himself, these three women have demonstrated beyond a doubt that they at least can tackle the thing, master it and make it prosperous.

Saskatchewan

August had hardly been well under way when the Kandshar (Sask.) Printery and Bookbindery was out with a circular on the personal Christmas Greeting Card idea. The circular was attractively done in two colors, setting forth the various reasons which can be advanced for ordering greeting cards well, in advance. Emphasis was laid on the simplicity and excellence of the steel engraved card.

Manitoba

Belmont News:—The News is fatherless for a season. The editor and his wife found honeymooning so much to their liking that they decided on a further extension, and left on Saturday morning via Canadian National, for a visit to Mrs. MacFarlane's old home near Renfrew and to other Ontario points. The best wishes of all readers of the News go with them for a pleasant holiday and a prosperous journey through life. In their absence the News is in the care of the devil and a parson. Out of such a combination, any thing may result. Readers of this favorite and popular family newspaper will kindly have great patience.

Ontario

Six of the eight newspapers of the county were represented at Toronto Fair on Press Day.

The fall session of the Midland Counties Press Association will be held at Port Hope on Friday, Oct. 7.

Albert E. Ingram, circulation manager for the Journal Dailies, throughout the Ottawa Valley, died at Ottawa after a week's illness.

Essex and Kent county printers will meet shortly to discuss the general situation. So far the list prices adopted at the last gathering have been adhered to.

Many of the weekly newspapers of the province take a week's holiday annually. The Acton Free Press has not missed an issue in its forty-six years of publication.

The Toronto strike has not interfered with the mechanical staff of any of our county printing offices. All the printers have remained loyal to the home offices.

Richard White, the venerable editor of the Milton Reformer, is an enthusiastic lawn bowler and plays in many matches both at home and on the greens of neighboring towns.

The Rotary club of Guelph were hosts to the carrier boys of the Mercury and Herald of Guelph on a recent Saturday. The boys were taken on a splendid outing to the Beach at Hamilton.

The champion fisherman among the editors of the county, Major W. Panton, of the Milton Champion, failed to experience his usual success on his recent excursion to the Peterboro lakes.

H. P. Moore, of the Acton Free Press, who has been a Justice of the Peace for nearly twenty-five years, has been appointed Police Magistrate for the County of Halton, under the new Police Magistrates' Extended Jurisdiction Act.

John A. Auld of the Amherstburg Echo, and Mrs. Auld took a trip down the St. Lawrence to old Quebec. The office was open as usual with the other partner Mr. Marsh holding the fort.

Although handicapped by deafness Mr. Slater made a success of his life. He was one of the originators of mission work among his fellow-deaf in the city, and continued his interest up to the time of his death.

The Belleville Intelligencer is running a bicycle contest, the prize to go to the boy or girl who brings in the most cash subscriptions to that paper during a month, no subscription to be for a less period than one year.

F. H. Leslie of The Evening Review, is chairman of The Collegiate Board at Niagara Falls this year, and at a recent meeting of the Rotary Club delivered an address on the work being carried on in their new technical school.

M. M. Fergusson, vice-president of McConnell Fergusson, will remove to Toronto to take charge of the business of the firm in this city. Mr. W. Gunn, the former manager of the Toronto office has gone to London as advertising manager of the Free Press.

J. Orlon Livingston, editor of the Grimsby Independent, has just finished the most strenuous year in his career. He was general manager of the Grimsby Old Boys and Girls Reunion, which was the biggest affair of its kind ever staged in Ontario, for a town the size of Grimsby.

Richard C. Slater, who was an employee of The Globe at the time George Brown was shot, died suddenly at his home in King City. Mr. Slater was one of those who went to the aid of The Globe founder after the assassination. He was with The Globe for a number of years.

A. W. Marsh of the Amherstburg Echo draws attention to the fact that Essex county is beginning to harvest its biggest crop of corn in 20 years. Good corn has always meant good times, so Essex county printers are looking for increased activity during this fall and winter.

The Goderich Signal announces the appointment of Athal McQuarrie as editor and manager of that paper. Mr. McQuarrie was formerly on the staff of the paper, and has had considerable newspaper experience. W. H. Robertson still retains an interest in the paper.

Joseph Seward of Glace Bay, N.S., has just completed a deal by which Lord Northcliffe pays him $50,000 for 300 acres of choice timber lands in the Conception Bay district of Newfoundland. Northcliffe wants the timber for wood pulp for his paper mills at Grand Falls.

St. Thomas Times-Journal:—J. Stewart Lyon, managing editor of the Toronto Globe, is spending a week of his vacation at the Globe family park, Port Dover, Ont., after which he will take a two weeks' motor trip around the south shore of Lake Erie and return by way of Western Ontario.

The new Anchor liner Cameronia boasts of having the only cylinder printing press in regular use at sea. On it is printed the "Sheet Anchor," which makes its appearance daily while the liner is crossing the Atlantic. It publishes all the news of the day received by wireless telegraphy.

Tweed News:—Albert Baker, who for more than two years has been manipulating the keyboard on our linotype, has taken a position in Toronto, and as a result we are rather "up against it". However, we hope to have things running smoothly again in a few weeks, and in the meantime we ask the indulgence of our readers.

W. H. Stout, publisher of The Chronicle, a daily paper of Uhrichsville, Ohio, died suddenly on a Canadian National train, near Richmond Hill. Mr. Stout, who was 67 years of age was accompanied by Dr. Groves, of Uhrichsville, the two having left on August 1 for a fishing trip on the Magnetawan River, in the Parry Sound district.

A report that has been widely circulated says:—That William Southam & Sons, Limited, Ottawa, had recently offered $1,000,000 to the Hon. Walter Nichol, Lieutenant-Governor of British Columbia and publisher of the Vancouver (B.C.) Province for his interest in that paper, is the information received from a credible source. Mr. Nichol refused the offer.

One of Toronto's well-known women journalists, Miss Isa-

bel Armstrong, who has been editor of the Woman's Page of the Toronto Star for the last two years, is leaving her present post to return to her home in London, where she will join the editorial staff of the London Advertiser. It is understood Miss Armstrong's place will be filled by Miss Kate Miles.

Palmerston Spectator:—A meeting of all weekly publishers from the counties of Waterloo, Wentworth, Halton, Peel, Dufferin, Grey, Bruce, Huron, Perth and Wellington will be held in Palmerston early in October. Arrangements are now being made by A. W. Wright, secretary of the Wellington County Press Association, and the convention promises to be the largest of its kind ever held in Palmerston.

Extensive alterations are being made at the office of the Mercury in Guelph, which, when completed, will give them a first class newspaper plant. The job-room has been removed to another building and this space is being turned over to editorial rooms. The front office is also being entirely remodelled, and it is expected that all the changes will be complete by the end of September.

A. S. Forster, of the Oakville Star, has one of thef inest collections of evergreen trees and shrubs in his spacious garden to be found anywhere. The collection includes pines, spruces, cedars, larches, hemlocks, junipers, tamaracks, etc., and numerous varieties of each of these. Mr. Forster is also experimenting with growing cotton and just now has a number of cotton plants in full bloom.

The Hurley Printing Company of Brantford have sent out an attractive announcement regarding the establishment of a service department in connection with their establishment. E. E. Adams is in charge of the sales and plan department of the Hurley company, and his broad experience in this line of work should make the new move a success right from the start.

Miss Elizabeth M. Kennedy, of Thorold who for some years has been associated with the Niagara Falls Review, and F. H. Leslie, Limited of Niagara Falls, latterly as superintendent of the job department, was on September 7th married to Herbert Farr of the Frontier Printing Co. of Niagara Falls. Miss Kennedy was presented by her former employer, F. H. Leslie, with a handsome silver chest, the product of one of the factories of The Falls.

Grimsby Independent presses are now running on a 200,000 run of yellow glazed paper labels, in deep blue ink for the Niagara Grape Growers' Association. These labels are the famous American Blue Goose Grape label and are only used on the very highest quality of grapes. All grapes carrying this label are being shipped to the United States. This job was secured in competition with three Canadian and four American job printing houses.

Senator Frederic Nicholls, of Toronto, has joined the ranks of those who are seeking damages from the Farmers' Sun Publishing Company, Limited, for the publication of the article which allegedly charged that certain of the members of the Dominion House had profited improperly from the credit granted by Canada to the Roumanian Government. In a write filed yesterday at Osgoode Hall, Senator Nicholls asks $50,000 damages.

C. V. Blatchford, editor of the Listowel Banner, and party, making up two motor car loads, recently returned from a trip to beyond Quebec city. Camping outfits were taken and the outing greatly enjoyed. The trip going was over pavement all the way from Niagara Falls to Quebec City, being made via Rochester, Ogdensburg and Malone, to Montreal and from there on over the Quebec highway. The party returned on the Canadian side, touching at Ottawa.

Geo. Anderson, aged 71 years, died suddenly at his home on Harvey street in Tillsonburg. He was born in that town and lived there all his life, having had the opportunity of seeing a flourishing town develop where woods and trees only stood in his childhood days. He learned the printing trade with the late John Law, proprietor of The Tillsonburg Observer, and relinquished his position as typesetter only a few weeks ago. He never married, and is survived by one brother, John, also of Tillsonburg.

Blairmore Enterprise:—F.W. Stainbrook, representing the Linograph Typesetting machine company, of Davenport, Iowa, was a Blairmore visitor this week, in the interest of his business. A new Linograph has just been installed by the Munson District News and one ordered by the Nanton News. The paper at Taber is also considering a new Linograph and the Bassano Mail has just installed a new late model Linotype machine costing $4000.00. Many Alberta weeklies are doing away with the old method of hand-setting type.

The Mt. Forest Confederate and Representative did not take a week off this year, and Mr. Wright seems to doubt the wisdom of missing issues for holiday purposes. Speaking to this paper he said: "Our paper has not taken a week off for the past three years—since the amalgamation of the papers. The publisher finds that omitting an issue causes him and his patrons more inconvenience and loss than the holiday is worth. He finds it better on the whole, if necessary to have an issue or two below par, than to have no issue at all.

An illustrated section, four pages, was added to the regular edition of the Grimsby Independent for its issue of August 24th, to commemorate the occasion of the Grimsby Old Boys' and Girls' Reunion. The whole four pages were packed full of illustrations of people and scenes, old and new. The job was done on Franklin coated book and printed in brown and purple inks. No advertisements of any kind appeared in this section. The news section of this issue carried many feature articles reminiscent of the old days in the Grimsby fruit belt.

The printers' strike in Hamilton and Toronto, says Jas A. Livingston of the Grimsby Independent, has only affected the office of the Independent in one way, that being the development of more job printing. Since the strike commenced in Hamilton on May first many large jobs have been turned out of the Independent job room for Hamilton firms. The same can be said of Toronto's strike. The plant has increased its staff considerably to handle this extra work. No work has been done at less than standard prices. The Independent has had no trouble with any of its staff, nor has it lost any to the city shops.

As a winding-up event for Globe Park, Port Dover, the directors of the paper were guests of W.G. Jaffray there for a day. Globe Park was founded by the late Senator Robert Jaffray and maintained by The Globe. It is the summer resort of the members of The Globe staff, and comprises eight cottages on three tree-shaded acres, four recreation acres, which include lawn bowling greens, tennis courts, croquet lawns and baseball diamond, and four acres of orchard trees. During the summer season upward of 40 families of members of the staff spend their vacation at these cottages, which are fully equipped, furnished, heated and lighted.

The London Advertiser expects to move to its new premises in about six weeks. The office will then be on Richmond St., next to the Tecumseh House. The premises are being entirely remodelled to make it up-to-date and convenient for patrons as well as the staff generally. The business and editorial offices will be all on the main floor, the upstairs being given over to the mechanical department, where exceptionally bright and well ventilated quarters are available, there being three open sides to the building. The conveyor from the press room is so arranged that it will run direct to the mailing room, at the rear of the first floor.

Robert Mathison, for the past 38 years connected with the Independent Order of Foresters, and for 18 years supreme secretary of the order, is retiring from active business. In his own words "it's a good man who knows enough to quit before he is too old." Years ago Mr. Mathison was publisher of the Brantford Expositor, taking over that paper in 1867. His ideas, even at that early date, coincided very closely with those of other successful publishers who believe that the people like to read about the things nearest home. After leaving the field of newspaper work, Mr. Mathison was for many years in the service of the province in various capacities. He first entered the service in 1872 as bursar for the London Asylum for Insane, a position which he occupied until 1878. During 1878 and 1879 he was manager of industries and bursar at the Central Prison, Toronto, and from 1879 to 1906 he was superintendent and principal of the Ontario Institute for the Deaf and Dumb at Belleville, Ontario. Mr. Mathison had the fullest confidence of the old Liberal government and also held the confidence of Sir James Whitney and his colleagues. His work at Belleville achieved for him an international reputation. He threw his whole soul into it and made the Ontario Institution for the Deaf and Dumb a leader in its line, and its methods were studied by other institutions of a similar class. For instance, the custodians of the Carnegie Fund commissioned a distinguished Scottish aurist to examine into the workings of schools for the deaf and dumb throughout the world and he reported that "the school at Belleville under Mr. Mathison's control was one of the best managed on either side of the Atlantic." Mr. Mathison was not content with a superficial solution of the problems confronting the deaf and dumb. but studied the subject deeply and was awarded the degree of M.A. by the National College of Education for the Deaf, Washington,

D.C., of which at the time the late Grover Cleveland, president of the United States, was president.

Quebec

The Linotype Co. had an exhibit in Quebec during the meeting of the International Typographical Union in that city. Representing the company were Alfred Archer, assistant manager of the Toronto agency; H.E. Reid of Toronto; H. Rush and W. Palmer of Montreal; H.C. Curry, W.H. Stubbs and Mark H. Boynton, of the New York Agency, and C.W. Deacon of Chicago.

Seven journeymen printers, including linotype operators and hand compositors, and one apprentice, employed by The Montreal Le Devoir obeyed a strike order issued by the local representative of the International Typographical Union, following instructions received from the head office of that organization at Indianapolis. The paper has announced that it will operate all its departments on the "open shop" principle henceforth and hopes to publish as usual.

It is announced that F. W. Gray, editor of The Canadian Mining Journal, and associated otherwise with the editorial department of The Garden City Press, St. Anne de Belleview, Que, has been appointed assistant to D.H. McDougall, Vice-President of the British Empire Steel Corporation. Mr. Gray who came to Canada from England in 1904 was first connected with the Dominion Coal Co., as confidential assistant to various general managers. In 1918 he became assistant to the president of the Nova Scotia Steel & Coal Co., until his appointment to the Mining Journal in the following year. Mr Gray, who is a well-informed and attractive writer on Canadian economics, is a member of the Canadian Mining Institute.

Maritimes

J.L. Stewart, proprietor of the Latham World, was the speaker before the Rotary Club of Moncton, speaking of his trips to the Old Country and the West Indies.

Regret is felt at the death of Thomas D. Grant who was on the staff of the Sydney Post, and previously with the North Sydney Herald. General regret was expressed at the demise of Mr. Grant who enjoyed a high degree of popularity and esteem. He left father and mother, Mr. and Mrs. Thomas Grant, Parnell street, three brothers Bob Harold and Duncan and two sisters Bessie and Leah. Much sympathy was felt for him in a long struggle for life following an attack of pneumonia succeeded by empyaema. Illness lasted for many weeks and it was hoped that recovery would eventually follow. A sad feature also was that a younger sister suffered from an attack of dipitheria and friends were thus unable in the last days to visit the home. The father himself was able to enter it only a few hours before his son's death.

Newfoundland

Cyril Stone has accepted a position on the reportorial staff of the St. John's, Nfld. Daily News.

George Ivany, formerly an intertype operator on the St. John's Daily Star, has gone to Battle Creek, Michigan, U.S.A.

W. B. Temple, late editor and proprietor of the Twillingate Sun, has gone to Toronto, accepting a position at the Methodist Book Rooms.

J. H. Scommel, of the St. John's Advocate, and member of House of Assembly for St. Barbe District, is making a tour of a portion of his constituency.

Hon. Alex Mews, editor-in-chief of the Fisherman's Advocate, of St. John's, Nfld., spent a vacation during August visiting sections in Trinity Bay, Nfld.

The Twillingate, Nfld., Sun has changed hands, and is now published by Stewart Roberts, eldest son of the late Magistrate Roberts and former editor of the Sun.

M. G. Martin, business manager of the St. John's Nfld., Evening Telegram, made a round trip of the South and West Coasts of Newfoundland during the last half of August.

Only two crews took part in the Press Race of the St. John's, Nfld., annual regatta, which took place on 4th August, representing the St. John's Telegram, and the St. John's Daily News. The race was won by the Telegram's crew.

The printer's strike at St. John's, Nfld., has resulted, as in many other cities, in a strong tendency to the open shop. The Telegram was not affected by the strike, it being a non-union office. The Fisherman's Advocate is the only St. John's daily paper at present using the Union label.

The St. John's Daily Star is changing hands, a new company being formed with a capital of half a million dollars. The new company will be known as "Newfoundland Publishers Ltd.," the incorporators being B. B. Stafford, J. Davey, and Irving Parsons, all of St. John's. It is now over a month since the Daily Star temporarily suspended.

An advertising campaign, having for its object the encouraging of buying of "Made in Newfoundland" goods was conducted by the Newfoundland Manufacturers' Association in all the Newfoundland newspapers for three months. It had good effect and tended to stimulate business. Some of the manufacturing firms have followed it up by placing yearly contracts for the advertising of their individual line of goods.

An interesting case was heard in the St. John's, Nfld., court. The plaintiff was Mr. McGuire, a printer belonging to Yorkshire, England, who sued the St. John's Daily Star for $115 passage money to England. In 1919 McGuire entered the service of the Daily Star under certain terms and conditions among which were the following:—"You would require to accomplish one year's service from the time of commencing work. Your passage to Newfoundland and back to this country (England) if you wish it at the end of one year would be paid by your employers." McGuire worked for eighteen months, after which he was discharged. The Star refused to pay him the passage money back to England because he had worked over the one year (the time specified in the original arrangements). The court upheld this contention.

This Machine a Wet One!

In the course of a letter from the Mergenthaler representative for Colorado he has this to say about that Linotype, formerly owned by H. Chiariglione, of 326 Victoria Street, Pueblo, which went through the recent flood there:—

"That machine was in water fourteen feet deep, and when the flood subsided was left standing in more than two feet of alkali-mud. From the keyboard down the machine continued to stand in that mud for two weeks; and the magazine was completely filled with the same alkali-containing substance. Although the alkali had eaten away many of the smaller screws, and had damaged quite a few of the matrices, and some of the more delicate parts of the machine, the main mechanisms came through the flood little the worse for the experience. The Linotype was purchased as it stood by Frank M. Sloan, a trade Linotyper of Pueblo, taken all apart and rebuilt, and today is being operated with entire satisfaction. It is truly wonderful how that machine stood up under such trying conditions.

Course in Journalism University of Toronto

With an enrolment of 116, the University of Toronto's first short course in journalism was a decided success. The series of lectures, twenty-five in all, was the first of its kind ever attempted in Canada, and the curriculum was a comprehensive one, touching on all the more important phases of the work of producing a modern newspaper. The students registered came from points as widely separated as Ottawa and Petrolea. Of forty-nine men, a big proportion were editors of weekly newspapers, with a smaller number of reporters and a few magazine writers. A notable feature was the registration of 68 women. There were about a dozen Toronto women enrolled, the others being from Ottawa, Peterboro, Brantford, Owen Sound, Guelph, Clinton, Bothwell, Waterloo, Listowel, Mount Forest, Deseronto and many other towns.

The subjects on which lectures were given included editorial writing, news gathering, English literature and composition, Canadian constitutional history, public health and hygiene and newspaper jurisprudence. The staff of specialists was composed of men well known in both the newspaper and academic worlds. J. E. Atkinson, of the Toronto Star; J. C. Ross, of the Farmers' Sun, and J. R. Bone, also of the Star, lectured on the practical side of newspaper work, while the academic course was left in the hands of Prof. G. M. Wrong, Prof. W. J. Alexander, Dr. J. G.Fitzgerald,Dr.G. D. Porter, Dr. J. J. Middleton and A. R. Clute. The course was organized under the direction of W. J. Dunlop, director of the University Extension Department.

Advertising Rates Ignored

WRITING TO Printer and Publisher under recent date, H.T. Halliwell, of the Progress Printing Co., Estevan, Sask., brings up a point that too many publishers not only in that district, but all over Canada, forget or ignore, viz., that when they publish a certain rate they should get it.

A reading notice was sent out by an insurance company, located in Winnipeg, drawing attention to a contest that was being carried on. The letter from Mr. Halliwell explains the incident.

"How some editors of country weeklies fall for having their rates dictated to them by advertisers was exemplified by the enclosed circular wherein a short article issued for publication was fixed at $2.00 and was published in many papers who state at the head of their paper that the rate for reading notices in local columns is ten cents per line, yet they publish this notice for 5 cents per line. Under such examples as this, can it be wondered at that advertisers get the impression that they have only to state what they will pay, and the editor or publisher with a weak spine will accept it?

"We enclose a copy of the letter we forwarded to the firm sending out this advt., also enclosing the rate card showing display rates for which they ask. We did not expect to receive a reply, and after seeing so many papers accepting this advertising at the rate set by the advertisers, can it be wondered at?"

Printer & Publisher has copies of several of the papers that ran this $2 ad. These same papers state at the top of their paper that rates for such matter are ten cents per line per first insertion and eight cents a line for subsequent insertions.

Mr. Halliwell took the matter up with the company, in the following letter, to which, as he states above, he received no reply:—

Farmers Mutual Insurance Companies
McCallum Hill Building
Regina, Saskatchewan.

Attention of Mr. R. H. Cook, Sec. and Manager

Dear Sir:

We acknowledge your circular letter of June 1, 1921, re $100 prize, and wish to point out that the rate of $2.00 allowed is below the recognized rate for this advertising.

It will make 40 lines for which our rate is 10c per line, and which we would kindly ask you to authorize for the insertion of this advertisement. We would give good display head and sub head to attract attention to this, and would see that good position is given also.

We enclose our rate card for display advertising, and assure you that your orders will be given careful attention.

Trusting to hear from you concerning the above in time for our issue of June 9, Thursday next, and thanking you for the enquiry, we are,

Yours very truly,
The Progress Printing Co.
per H.T. Halliwell, Mgr.

In one of the papers which publishes its rate as ten cents per line the $2. reader was given a three line black heading, and the total space occupied was six and a-half inches. Had the rate advertised been charged the bill would have been well over twice the amount secured.

Agencies generally and seekers after cheap reading notices must chuckle well and thoroughly over an incident of this nature.

What would a merchant do were the publisher to walk into his store some day and say he would give $8 for a suit marked $20? If the merchant handed over the suit he would be doing exactly the same thing the publisher is who marks his space at ten cents per line, and then proceeds to sell six and-a-half inches of it for $2.

"My Printer" Is Desirable Phrase

It has been common practice for many years among business men to refer to "my banker," "my broker," "my tailor." That little word "my" means that the business man confines his business to one banker, one broker, or one tailor. And he keeps on doing business with each particular individual as long as he gets service. And service means that the banker, broker or tailor gives personal attention to his customer or client and thoroughly understands the requirements of the man he is serving.

In the past few years, many a business house has discontinued the practice of asking for bids on printing jobs, and is entrusting its work to one printer. A very sensible thing to do! Let's hope more firms see the light. But the printer has a duty to perform—has a part he must play if he wants his customers to refer to him as "my printer."

Through many years of dealing with printers, I am sure I am fair toward the craft when I say that the average printer looks upon a job merely as business secured, which is to be turned into the hopper and "ground out." The result is an ordinary looking piece of printing. Many times, to be sure, this kind of printing is all that is required. Whatever the job may be, however, the printer should study the copy, find out what the printed matter is for and learn how the customer uses it. Time and again the customer furnishes printed copy, a sheet from the last job. The printer takes the order, brings it to the shop, estimates the stock required, fills out the docket, passes it into the composing room and lets it take the natural course.

Some customers want the printer to follow copy and do not welcome suggestions.

Frequently the composition or arrangement can be improved. Quite often a newer face of type would be advisable. Then why should not the printer offer the suggestion? Why should he not show the customer that he really desires to make the printing look better?

The value of good printing should be shown to them in a tactful manner. Step by step they can be brought to the point of not only appreciating good printing, but really demanding it. Thus the printer is given credit by the customer for rendering service. It is an accepted principle in the business world of today that service ties customers tighter to a house than does price. Once a printer wins and holds his customer through rendering service he will be referred to as "my printer."—*The Informant.*

Miller's New Catalogue

We have received a copy of the new Miller Automatic Feeder Catalog, just off the press, illustrating and describing in a most comprehensive manner. the complete line of Miller Platen Press Feeders, Attachments and Accessories. The halftone illustrations thruout the book, give a splendid idea of the mechanical design and construction. Particularly noteworthy are the close-up operating views which picture clearly the seven simple settings necessary to change from one size sheet to another, revealing the ease and rapidity with which these changes are made. Other close-up operating views illustrate the practical uses of the various attachments and accessories, which make possible the automatic feeding of a large variety of out-of-the-ordinary jobs, as well as facilitating the production of high grade printing heretofore classed as cylinder press work. The text matter is clear and concise and of a highly educational nature, setting forth most convincingly, the time and labor-saving advantages the equipment provides.

Marriage Announcement

Mr. and Mrs. Robert Dow, 189 St. John's Road, Toronto, announce the engagement of their elder daughter, Laura Jean, to Mr. Hugh Charles Templin, only son of Mr. and Mrs. J. C. Templin, Fergus, the marriage to take place early in October. Mr. Templin is assistant editor of the Fergus News-Record having obtained more than local notoriety for his writings under "That Inside Page," above his non-de-plume of "Whig."

Maintain Present Rates

The Regina Leader has sent out the following letter, in answer to a circular from Claud Sanagan, chairman of the Circulation and Rates Committee of the Association of Canadian Advertisers, suggesting that the time had arrived when there should be a readjustment downward in advertising rates:

Mr. Claud Sanagan, Chairman Circulation and Rates Committee, Association of Canadian Advertisers, 805 Kent Building, Yonge St., Toronto:

Dear Sir: Your letter of July 4th, addressed to the advertising manager of the Morning Leader, has in his absence been studied by myself with considerable interest and I will endeavor briefly to deal with same.

With certain portions of your letter I am in thorough agreement, with some portions I wish to frankly disagree, and in doing so point out to you that you are evidently writing without a full knowledge of the facts.

In the course of your letter you say:

"In 'taking their losses' manufacturers expect those from whom they buy to do likewise."

"So far there seems to be one outstanding exception to the rule, for while manufacturers and merchants have reduced prices, no effort to bring back normal conditions has been offered by the newspaper business office."

This is absolutely untrue so far as the Morning Leader is concerned, and I venture the assertion that if you will GET AT THE FACTS you will find that it is equally untrue of scores of other Canadian daily newspapers.

The great majority of Canadian newspapers never inflated their prices—they cannot therefore deflate.

As a matter of fact the Morning Leader is today selling its advertising CHEAPER THAN IT DID IN 1913.

Consider these facts:

In 1913, with a circulation of 12,000, the foreign advertising rate of the Morning Leader was 4 cents per agate line, whereas today, with a circulation of 21,000, the Morning Leader's foreign advertising rate is only 6 cents agate line. **And this in spite of the fact that production costs are at the present time nearly 200 per cent. above those of 1913 as will be seen from the following figures:**

	1913	1921
Newsprint, (per cwt.)	$1.95	$5.60
Printers' wages (per week)	23.00	47.00
Freight (per cwt.)	.53	.86½
Mailing (per lb.)	.00¼	.01

Comparing, therefore, our 1913 and 1921 circulation, and taking into consideration our 1913 and 1921 production cost, you will readily see that the Morning Leader is charging far below the 1913 rate.

Your whole letter is based on the wrong assumption that the publishers of Canadian newspapers raised their prices during the past seven years in a manner similar to that of other industries. Generally speaking, this was far from being the case, and most of the Canadian publishers were "taking their losses" when manufacturer and merchant were busy "taking their profits."

I have given you the Morning Leader's 1913 and 1921 circulation, and principal production cost figures, and shall be pleased to hear from you, as representing the Association of Canadian Advertisers, whether you recommend that we should adjust our foreign advertising rate in conformity with those figures.

Needless to say, we should be quite willing to do so, as any such adjustment would be up, and not down. Meanwhile, however, we are willing to let our rate remain as it is, viz., lower than the pre-war level, giving our advertisers the benefit of our failure to adequately raise our prices when every other industry was busy doing so.

What I have written with regard to the Morning Leader applies equally well to the Regina Daily Post, likewise published by our company.

The letter is signed on behalf of the Leader Publishing Company, by Burford Hook, managing director.

Quebec Advertising Clubs' Convention

The Twelfth Annual Convention of the Affiliated Advertising Clubs of America will be held in Hamilton, Ont., September 30th and October 1st. The following is the program:—

Friday

"Retail Merchandising."
"What Manufacturers Can Do to Assist the Retailer."
"Making Your Window a Sales Asset."
"Salesmanship Behind the Counter."
"Department Store Advertising—Criticism of Ads in Hamilton Papers".

Saturday

"Putting News into Copy."
"Common Sense in Advertising."
"Do Co-operative Movements Effect Economy?"
"When Patents Expire."
"Feminine Appeal in Advertising."
"Taking a Product Out of the Seasonable Class."
"Trend of Motion Picture Advertising."
"Simplification in Business."
"The Catalog as a Salesman."
"Truth in Advertising."
"Canada—a Newspaper Country."
"Psychology in Advertising Art."
"Making Pictures Supplant Copy."
"The Small Town Field."
"Selling the Farmer the Quality Idea."

Each speaker is to be an expert, while Premier Meighen of Canada is to talk on a subject relating to international trade.

Sykes Muller Opens Ontario Office

C. W. McDiarmid, for five years managing director of the Toronto News, and latterly of the Toronto Times, also Secretary of the Canadian Reconstruction Association in Montreal, and for seven years advertising and sales manager for Ryrie Bros. Ltd., Toronto, has become associated with the R. Sykes Muller Co., Limited, Montreal. Mr. McDiarmid and Geo. M. Rae will represent them in the Toronto field, with headquarters in Toronto. Mr. McDiarmid has had an exceptional experience in advertising and merchandising and was one of the first advertising men in Canada to make an extensive market analysis for his company. Mr. McDiarmid for three years was President of the Toronto Advertising Club and was largely instrumental in bringing the convention to Toronto in 1914. He also represented Canadian Advertising Clubs for two years on the executive committee of the Associated Advertising Clubs of the World.

Notes on Samples Received

The Esleek Mfg. Co. have issued an attractive sample book of their Onion Skin, Manifold and Thin Bond for Business Uses. At a glance colors and titles are shown.

The cover design on S. D. Warren Co's latest booklet is worthy of special mention. The design shows a woman archer with a deer worked in the background, the whole employing a treatment in orange and black inks on a green background. The interior work, in two colors, is excellent.

The Rolland Paper Co's present advertising campaign continues to grow in interest and we look for each piece with pleasure, the copy running in "The Canadian Printer and Publisher" is interesting and instructive. Supplemented by the samples mailed out, the Rolland Paper Co.. are certainly putting across a real "Made in Canada" campaign.

The Dominion Printing Ink and Color Co., Ltd., monthly Calendars are all fine, but the September copy is an especially effective one. The illustration, in colors, entitled:

"Glistening Silvery O'er the Mountains
Floats the Honeymoon,"

is a pleasing subject, well printed and appears on a grey cover stock mount.

Winnipeg Employers' Statemnte Regarding Wages

IN AN announcement sent out by the Winnipeg employing printers regarding the strike there, a statement is given showing the wages paid during recent years.

In 1912-13, Printing Compositors were paid the Union scale of .....$20 for 48 hours
In 1913 an increase of $1.00 made the pay .....$21.00 for 48 hours
In 1915 an increase of 50c made the pay.....$21.50 for 48 hours
In 1916 an increase of 50c made the pay .....$22.00 for 48 hours
In 1917 an increase of $3.00 made the pay .....$25.00 for 48 hours
In 1918 an increase of $4.00 made the pay .....$29.00 for 48 hours
In 1919 an increase of $6.00 made the pay .....$35.00 for 48 hours
In 1920 an increase of $9.00 made the pay .....$44.00 for 48 hours
In 1914 a typical standard job of printing went through a Winnipeg Printing House at prices then current and was charged out to the customer at.....$109.00
In April of this year, the same job, identical in every respect, had to be charged out at $212.00
On the basis of the time and wage scale now demanded, the Printing Houses would have to charge for this work $244.00
And in both the latter instances, the NET PROFIT on the work and overhead would be no more in dollars and cents than it was in 1914.

The statement goes on to say that the demand of the printers was as follows:

A wage scale of $50 for 44 hours for Compositors.
A wage scale of $48 for 44 hours for Pressmen.
A wage scale of $44 for 44 hours for Bookbinders.

The following firms are those that refused the demands and were "struck" on June 1:—Art Press, Ltd.; Baker Nicholson Co., Ltd.; Bishop Printing Company; Birt Printing Co., Ltd.; Herbert Blackah; Blanchard Stationery Co., Ltd.; J. T. Bragg Printing Co.; Brooks Bindery, Limited; J. B. Brown Printing Co., Ltd.; Bulman Bros., Ltd.; Clark Bros. & Co., Ltd.; Douglas-McIntyre Ptg. and Binding Co., Ltd.; Driscoll & Herald; Farmers Advocate of Winnipeg, Limited; Franklin Press, Ltd.; Hawthorne Press; Henderson Bros., Ltd.; Hignell Printing Co.; Israelite Press, Ltd.; Kingdom Printing Co.; Jas. C. Lamb Co.; John Markinski; Wm. McLellan Printers; Modern Printing Co.; F. Morrison & Son; The Northwest Press; Norwood Press; Peel Printing Co.; Public Press, Limited; Reid & Eibner; Reynolds, Limited; W. J. Richards; Richardson Systems; Russell, Lang & Co., Ltd.; Rotary Press, Ltd.; Saults & Pollard, Ltd.; J. P. Sharp; Shaw's Printing; The Stovel Company, Limited; T. W. Taylor Co., Ltd.; The Trinity Press; Viking Press, Ltd.; Western Sales Book Co., Ltd.; Willson Stationery Co., Ltd.; Winnipeg Printing & Engraving Co., Ltd.; J. H. Ashdown Hardware Co., Ltd., Private Plant; Great West Life Assurance Co., Private Plant; Western Canadian Fire Underwriter's Association, Private Plant; Manitoba Free Press.

The 1. T. U. Convention

The convention of the International Typographical Union was held in Quebec recently, with hundreds of delegates in attendance from all over Canada and the United States. The first test of strength between a pro-administration and an anti-administration element in the organization came shortly after the business sessions opened and the administration faction won out. The antis made an attempt to change the time-honored custom of allowing the president to nominate a committee. The issue was joined specifically on the question of the selection by President John McParland, of the appeals committee. P. L. Corcoran, of New York, when the president asked if there were any objections to his naming the committee of Minneapolis, urged that there was nothing in the United States or British jurisprudence to justify a judge selecting the jury which was to pass on decisions. President McParland himself objected to being forced to pick the men for the committees. On the vote being taken the motion was found to have been defeated by 175 to 106, and the president picked the committee. The president also nominated a 44-hour committee which is composed of men from cities where strikes are in progress. A resolution urging the members of the International Union to band all their energies towards securing the establishment of the 44-hour week in job plants in Canada and the United States, and this having been accomplished to begin operations towards securing a shorter week in newspaper offices, was adopted. The resolution was brought up in the form of a report from the shorter day committee, which was adopted by the convention without debate. A proposal that first vice-president Barrett be appointed permanently at the Indianapolis head office at a salary of $4,000 a year was voted down. At present Mr. Barrett lives in Chicago, but has to spend most of his time in Indianapolis. He receives a salary of $75.00 a week and expenses. The proposal was considered by the convention as a political measure, and the house lined up on party lines, the administration being behind the objection to a salary cut and the anti-administration being behind President McParland who promoted the proposition to give the first vice-president a permanent position at head office.

The Lanston Monotype Exhibit

The Lanston Monotype Machine Company provided a very interesting exhibit at the Graphic Arts Exposition in Chicago, consisting of two type-and-rule casters, one composition caster and one keyboard. In addition an adequate display was made of printed specimens of monotype composition, as well as a reception room where visitors were welcomed by the staff in charge of the booth.

The two type-and rule caster featured the method of maintaining the non-distribution system; one showed the creation of material for the cases, while the other demonstrated the new attachment for casting designed borders in continuous strips, automatically cut in lengths up to 150 picas. This attachment, which is soon to be placed upon the market, attracted a great deal of attention because of its novelty and the accuracy of its product.

The keyboard and the composition caster were kept operating on the new Monotype Plate Gothic Combinations, which afford four sizes in each matrix case, with sixty-eight fonts completed and others in preparation which provides for all kinds of factory and office forms, commercial stationery, book headings, etc.

A part of the display included a showing of the new Monotype idea in catalog work by which half-tone pattern plates are mounted upon high quads, with descriptive matter and price lists inserted in the type forms; this method reduces to one the number of plates required during production, that one being the final plate used for printing.

The chief educational feature of the Monotype exhibit was a presentation to interested visitors of the Monotype plan for the furnishing by trade plants of complete non-distribution to the individual printing office. This is accomplished through a method of continuous supply that has been worked out very carefully, and that has proven its merits in actual every-day use. This educational work was in charge of Mr. F. W.V. French, of the main office of the Monotype Company, Trade Plant Cooperation Service.

The exhibit was conducted by Mr. James H. Sweeney, Chicago manager, assisted by Mr. Wm. C. Magee, typographic manager. In attendance were representatives from the main and branch offices.

The Brantford Expositor family held its annual picnic to Port Dover on August 16. Special cars were ready at noon, and the paper was locked up tight for the rest of the day. All sorts of festivities were indulged in, and the event was a complete success. The Expositor picnic has been an annual event for quite a number of years.

The Late Wm. R. McCurdy

HALIFAX, N. S.—The death occurred here on July 11, of William R. McCurdy, for over thirty years associated with the Halifax Herald. Mr. McCurdy had been ill for over a year, but he continued his work up until the very last; indeed, the evening before he passed away, he sent a cable to The London Times promising to cover an event for them on August 31st. His energy of character presenting such a fight against an incurable disease was admirable.

Mr. McCurdy was a Musquodoboit boy, born 1857, the eldest son of the late Matthew J. McCurdy of the Customs Department. When nine years of age he was brought from Musquodoboit to Halifax, where he has since resided. There was no silver spoon in young McCurdy's mouth. When ten years of age he got a job with John Farquharson, merchant tailor, and dealer in gentlemen's furnishings. That was not what he liked, though, and when twelve years old, attracted by the moving wheels and machinery of the press room, in a printing office, he asked the late James Barnes, proprietor of the Presbyterian Witness, for a chance in the office. He got it, and ever since has heard the sound of printing presses and breathed the atmosphere of newspaper offices.

At the Nova Scotia Printing Company's establishment, as the concern was then known, Mr. McCurdy learned the trade of a compositor, for those were the days before linotype operators and typesetting machines. From this office the young man, after less than a year there as assistant foreman, was appointed foreman of the Morning Chronicle, perhaps the youngest man who ever held such a position in this city.

Leaves the Mechanical Side

After a period there, he returned to the Halifax Herald, joining the reportorial staff, and there have been few issues of the paper since which have not, in one way or another, had some impress of his work. It was nearly thirty years ago that Mr. McCurdy joined the Herald staff, for one day during the first four weeks of his connection with the paper, in August, 1890, he was sent by the late Senator Dennis, then news editor, to the dockyard, to interview the Duke of York, now King George V, and at that time commander of H.M.S. Thrush. The Herald had in its issue of August of that year a half column account of Mr. McCurdy's interview with the young prince, and though the information elicited from the coming king was not very extensive, it has always been a feather in the newspaperman's cap that he talked business with the king.

There may have been no great financial rewards for him in pursuit of the newspaper business, but Mr. McCurdy had no complaint in this respect. He got returns in the satisfaction of doing something, and there was the gratification of his enthusiasm in helping to record the history of this province and of the world. Since the late Senator Dennis was identified with the direct management of the Herald, on Mr. McCurdy fell the mantle of news editor, and there was never any sign, until his illness, of any diminution in his enthusiasm as a news getter.

Not only on the Halifax Herald had Mr. McCurdy made a reputation as a newspaper man and writer, but in other newspapers and magazines he did good work. For many years he was correspondent of the New York Herald, giving that paper many "scoops" and special articles. He was sent by the New York Herald to Cape Breton to interview Alexander Graham Bell on his flying machine experiments when practical aviation was unknown, and the Herald published an illustrated page of his article, complimenting the writer on his work. The New York Sun has also received many articles from Mr. McCurdy.

The Eastern Chronicle, of New Glasgow, N.S., publishing the report of the funeral of William Russell McCurdy, takes the opportunity of paying a unique tribute to the late journalist. Quoting an account from a Halifax morning paper, the Chronicle, editorially continues:

"Then followed an account of the flowers and wreaths—a long list. If the dead man were alive, he would have brushed the wreaths and flowers aside, and have reached out for a newspaper, or for a note book in which to jot down what it was all about, and also other living today, never-ending human history. We knew the late gentleman, William R. McCurdy, very well, better by far than we know any other journalist in the province. Some of them—those of lesser intellect—put on side, yet, in our opinion, he was the greatest journalist and news gatherer Nova Scotia has yet produced. The late Senator Dennis had his qualfications for running a newspaper, particularly the business end of it; but for news, McCurdy was the Herald. Some sort of eerie wireless in the air seemed to convey to Editor McCurdy that here or there, or somewhere, was a bit of news he might have by taking a bit of trouble. When the writer was as sprightly as now, perhaps sprightlier, it was a common thing to have the telephone ring late at night, and from the other end from the receiver at our ear, find McCurdy with "This is McCurdy, of the Herald—yes, Mr. McCurdy—what about that affair that came off in your town today?" It might have been a trivial thing, but it was not so to McCurdy; it was part of the spirit breathing in the daily life of the country, and it was important to him; a series of such little bits made a scenic picture when grouped in the Herald of what Nova Scotia was doing yesterday.

"Wreaths look well to the living, fond of flowers; but the spirit of this dead man, if there be a spirit floating over telephones, newspapers, notebooks and well-filled news columns—those were the flowers that William Russell McCurdy loved.

"As a last word we beg to state to the Grim Messenger that he should not pick and choose and then take the best and leave the worst. We have in mind several newspaper men that he might have had and welcome; but he has come and carried away the best of them! It does not seem fair. However the ways of Providence are past finding out. May you, Mr McCurdy, rest in peace, and that the only jangle of the phones will be to tell you that one man at least thought you great."

Incident in C.W. N.A Election

PRINTER & PUBLISHER has received the following letter from R. G. Ashwin, secretary-treasurer of the Saskatchewan Press Association. This paper published the account of the Vancouver convention just as it came from a special correspondent at that place, and is not aware of any of the circumstances leading up to the incident:

Milestone, Sask., July 25

Editor PRINTER & PUBLISHER:

Sir: I have clipped the following paragraph from your write-up of the C. W. N. A. convention at Vancouver:

> "The name of S. R. Dornan, of the Alameda Despatch, was suggested by the nominating committee as representative of that province on the Board of Directors, but considerable opposition developed, apparently because of local difficulties connected with the recognition of a certain advertising agency. The name of S. M. Wynn, of the Yorkton Enterprise, was also offered, and on a ballot being taken Mr. Wynn was elected by a vote of 86 to 46."

Now, the reason Mr. S. J. Dornan was defeated for a position on the Board of Directors representing Saskatchewan was not because of any "difficulty over recognition of a certain advertising agency." Mr. Dornan owes his defeat solely to the fact that he is not conversant with Saskatchewan publishing troubles, as seen by the Saskatchewan Press Association. Mr. Dornan has not attended a meeting of the Saskatchewan Press Association since 1918, so he could in no sense assume to speak for Saskatchewan. Besides this, he has not been a member even of the local association since 1918. On the other hand Mr. Wynn has been very active for the interests of the publishing profession in this province. He has been a member since the Association was first formed in 1916, and has been secretary-treasurer for two terms, vice-president one term, and is now president. This record should place him in a good position to speak for the publishers of Saskatchewan as their representative on the board. As soon as Mr. Dornan was named on the nominating committee he was officially informed that Mr. Wynn was Saskatchewan's choice as a representative for any office that might be coming to Saskatchewan. In the face of this Mr. Dornan was doomed to defeat at the outset in ignoring this request. The above is the sole reason Mr. S. N. Wynn was substituted for Mr. Dornan on the board of directors, at the request of Saskatchewan members of the C. W. N. A., and who are also members of the Saskatchewan Press Association.

In order to stop a false and malicious impression gaining ground, we wish you would publish this statement. Thanking you, we are

Yours sincerely,

R. G. ASHWIN,

Secretary-treasurer

Printers — Publishers!

The World building has been sold and we must individually dispose of what is left of the plant as listed below.

Act Promptly and Save Money!

The Canadian linotypes offer a splendid opportunity for publishers of weekly papers desiring to get away from hand composition of news matter, while the Model 9 American is one of the latest machines built by the Mergenthaler Company—a four magazine machine, capable of producing eight faces of type without change. These machines were in constant daily use up to the time of the World's suspension.

A complete list of the plant for sale and prices:—

COMPOSING ROOM

6	Canadian Linotypes, each	$500.00	
1	Model 9 Linotype	2,500,00	
8	Iron Type Racks, each	15.00	
1	Machinist's Bench	15.00	
1	Zinc Top Table	5.00	
1	Zinc Top Bank, with storage cabinet	25.00	
	Quantity of Type Cases, each	1.00	

PRESS ROOM

2	36-page Duplex Presses, 2, 50 H.P. Motors (Battle Creek Motor & Jenny Motor Co., Indianapolis), 1 Switchboard (Jenny Co.) controlling motors	$30,000
2	Sets Special Grids—to order	100
68	Composition Rollers, assorted	1,200
24	Assorted Parts, gears, etc.	250
13	Cutting Rubbers at $2.00	26
1	Two Revolution Whitlock Cylinder Press, bed size 58" x 42' in running order, with complete set roller stocks and rollers	800
1	Brown Newspaper Folding Machine	200
2	Wire Guards for protecting running gear of cylinder presses, approved by factory inspector, each	25
1	5 H.P. Jones & Moore Electric Motor, direct current, 250 volts, connected to press	200
2	3 H.P. Motors (old style), direct current, 250 volts, each	150

STEREOTYPING DEPT.

1	Junior Autoplate Machine for casting plates for Web press (7 cols. x 20"), 1 6-ton Metal Pot and Motor included	$6,000
1	Auto-Shaver Machine for Shaving plates for Press with motor	1,500
1	5-col. Flat Casting Box	50
1	Hand Casting Box for Curved Plates	200
1	Matrix Rolling Machine, with motor	1,375
4	Stereotypers' Steam Tables	1,000
2	Steam Table Aprons	100
30	Metal Pans for casting ingots for linotypes, each	1.50
1	Bull Ladle for Metal	10.00
1	Small Metal Ladle	5.00
2	Cork Moulding Blankets, each	5.00
2	Tool Cabinets and Tools for Machines, each	5.00
1	Elevating Make-up Table	10.00
1	Coal Heated Metal Refining Pot, 1-ton, built in	50.00
4	Cotton Belts for Autoplate Machine	12.00
25	Metal Clothes Lockers for Workmen, each	5.00
1	Ventilating System, composing and sterotype rooms, including motor	1,200
1	Oil Tank	5.00
2	Warehouse Trucks	8.00
1	Platform Scale, ½ ton	30.00
2	Wheel Trucks	20.00
1	Vise for Pipe	5.00
1	Iron Tripod, 8 feet	20.00
2	Wall Clocks, each	10.00

This equipment is quoted at these remarkably low prices for a quick clearance.

For further particulars call, wire or write

W. J. Darby
THE MAIL PRINTING CO.
TORONTO, CANADA

Wanted---A Business Moses

By LLOYD HARRIS

A striking, timely article by Lloyd Harris, a controlling director of several large Canadian industries and head of the Canadian Trade Mission in London, England, 1918-1919, appears in the SEPTEMBER 15 MACLEAN'S. Canada needs a "Business Moses" to lead it out of the slough of incompetency. If a private business were run like the Canadian Government it would be bankrupt in six months. How much is it costing YOU to permit Canada to be governed by poor "business managers"? In regard to the present political situation Mr. Harris concludes:

> "We may have to pass through a phase of group representation and a government made up of a combination of groups, and if we do, it will only postpone the date when we can make a start in getting down to real work in mastering our problems, whereby the country can commence the era of a sound and lasting period of development, expansion and prosperity."

Other Features in This Issue Are:

DRAYTON THE PRACTICAL—A chapter from "Masques of Ottawa," by that b.....e, anonymous writer, "Domino."

THE PICTORIAL THAT DIED—Harold B. Crow tells what caused the demise of the Canadian National Pictorial; the government withdrew its $30,000 subsidy.

WHY IS A WAITER?—by C. C. Jenkins. A human interest story of the man we meet in the diners of trains and in our leading hotels, telling just why a waiter picks his life vocation.

SAILING SHIPS AND SAILOR-MEN—by Frederick William Wallace. There is a big race coming off between the fishing schooners of Canada and the United States. Mr. Wallace's story gives some romantic details of the life of the sailor-men today and during the past half century.

AN UNCONVENTIONAL INTRODUCTION—by "Sapper" H. C. McNeile. A story by this well known English writer which presents the problem: Would you marry a thief if she were pretty?

THE MAD HATTER OF HART STREET—by Leslie Gordon Barnard. The story of a quaint old man who got into an exclusive literary club by accident and won his position there by merit.

THE VALLEY OF GOLD—by David Howarth. Another big instalment of this stirring story of the Qu'Appelle Valley.

THE BALANCED RATION—by Fleming French. Some useful and practical hints on the all-important question of diet.

The Yellow Streak---*By* Valentine Williams

In the September 15th issue commences a new serial by Valentine Williams, the author who made such a sensation in England with "The Man With the Club Foot."

This is a thrilling detective story, solved by real human beings.

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REBUILT MACHINES

have been purchased very readily by the printers during the past few years, so much so that the market is light. Should you need such, better order now while there remains a selection to choose from.

No. 521—24½ x 31 Scott Drum Cylinder, latest type press.
No. 486—18 x 22 Caxton Platen Press.
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No. 438—13 x 19 C. & P. Style Gordon, with treadle and power fixtures.
No. 520—10 x 15 Challenge Gordon, power fixtures, treadle, etc.
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No. 510—8 x 12 W. & B. Gordon, with treadle and power fixtures.
No. 493—7 x 11 C. & P. Style Gordon, with treadle.
No. 484—7 x 11 Beaver, with throwoff.
No. 480—7 x 11 C. & P. Style Gordon, treadle and power fixtures.
No. 478—7 x 11 Pearl No. 11, with treadle and power fixtures.
No. 514—10 x 33 Roller Proof Press.
No. 502—16" Challenge Lever Paper Cutter.
No. 497—19" W. & B. Lever Paper Cutter.
No. 488—26" Golding Lever Paper Cutter.
No. 439—19" W. & B. Lever Paper Cutter.
No. 492—24" Franklin Perforator, with treadle.
No. 472—30" Stimpson Perforator, with treadle.
No. 471—Rotary Power Perforator, Hansen.
No. 442—24" Rosback Perforator, treadle.
No. 512—No. 7 Brehmer Wire Stitcher.
No. 397—¾" New Jersey Wire Stitcher.
No. 496—3 x 2¼ Die Embossing Press, new.
No. 461—32" Cloth Piper Ruling Machine.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

130 West Wellington Street, TORONTO

Strike Results

Some of the results of the late printing trade strike in Philadelphia are told in terms of figures in a letter sent during the week by Acting Secretary-Manager George W. Schryer to Josse M. Vollmer, Chicago. Mr. Vollmer recently sent to the Typothetae of Philadelphia a questionnaire on the subject and it was in answer to this that Mr. Schryer sent the statistical story in epitomized form of the Philadelphia strike.

On May Day there were in Philadelphia twenty-seven shops recognized by the Typothetae as union with an employment roll aggregating 1,433 persons. The open and non-union shops at that time numbered 121 with an employment roll of 4,162.

As of August 26, there were in Philadelphia but ten union shops and in at least five of these the employer himself held the union card and assisted in the mechanical work, the shops all being small establishments employing a total of but 162 persons. In the 132 open and non-union shops the list of hands stood at 4,830. Mr. Schryer said in his letter, "There may be a few more than the ten union shops mentioned which have the forty-four-hour week but these can only be a very few and probably one-man shops from which we have been unable to obtain any report.

"About 96 per cent of the volume of commercial printing done in this city is being done in open or non-union shops and they are running easily 95 per cent of the help necessary to take care of the present demand."

The strike of compositors and pressmen and feeders in Philadelphia is now all but forgotten. But another strike of far more serious consequences is being contended with—the strike of buyers of printing. While none of the Typothetae officials will discuss the matter, heads of many of the medium sized establishments frankly discussed it and the importance to the whole trade of taking the necessary steps to terminate it. The only way out would seem such a readjustment of wages as will enable printing prices to be reduced to the point where the consumer believes they should be. Under present conditions such a reduction is said to be impossible.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

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TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

WANTED

COMPOSITORS

TORONTO SATURDAY NIGHT HAS REorganized its mechanical staff and is now operating as an Open Shop with non-union foremen. We shall soon occupy our new Composing Room which will be one of the largest and most up-to-date in Canada, and shall be needing, from time to time, the services of skilful ad setters and job compositors. Write us in confidence about yourself and your present work and we shall keep your name on fyle ready to put you in touch with opportunities that occur in our plant from time to time. Saturday Night Press, 73 Richmond Street, West. Toronto.

MONOTYPE KEYBOARD WANTED—Advertiser would like to receive full information regarding Monotype Keyboard in good condition. Give full particulars as to condition of machine, how long it has been in use and best price for cash. Box 8, 15, 21, Printer and Publisher. P.F.P.

ADVERTISING COPY WRITER WANTED. Progressive Canadian newspaper in city of 70,000 has opening for Canadian who can write and sell the sort of copy that moves merchandise. Salary to fit ability. Wire or write Pierre C. Starr, 1457 Broadway, New York.

YOUR DEPARTMENT OF SERVICE

Printer & Publisher

Classified Advertisement Section

143 University Ave., Toronto

Phone: Adelaide 5740

OPPORTUNITIES

MONOTYPE KEYBOARD OPERATORS OF ability always in demand. We offer you the opportunity to better yourself. By attending one of our schools for a few months the compositor fits himself for a position with better pay, better working conditions and a chance for advancement. We are selling keyboards as fast as we can make them. over 50 per cent. are for new plants, which means more operators wanted. Free Schools in Philadelphia, New York, Chicago and Toronto. Write the city nearest you for information. LANSTON MONOTYPE MACHINE COMPANY. P.S.P.

POSITION WANTED

GENERAL JOURNALIST WANTS WORK: —Editor, Reporter, Circulation, Advts. Wide experience before war, since "free lancing." Seeking weekly, trade journal or daily opening west Winnipeg. Congenial position more than large salary. Just here from Montreal. Going remain, desirous settling down quickly. Will consider anything: livable wages. Edward Ward, General Delivery, Winnipeg.

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Hand lever paper-cutter

Apply

Box 3921 Printer & Publisher

FOR SALE

FOR SALE — 11 x 16 KELFREY HAND Printing Press. Price $150. Apply Box 1821 Canadian Printer and Publisher. p.10p.

COUNTRY NEWSPAPER IN SOUTHwestern Ontario. A good going business for an all-round printer. Excellent job printing business, doing work for three municipalities. 500 list of paid subscriptions at $1.50. Neat building with dwelling, flat above, and nice lot goes with plant. A regular home for some publisher with small capital. Investigate! Hang up your coat and go to work. Apply Box 2921, Printer and Publisher. p9p

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A Live Weekly Newspaper and Job Plant

in good farming district in Manitoba. Linotype and two magazines 8 and 12 pt., cylinder press and job press. First class equipment used 3½ years.

Price Complete $10,000

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The Name that Stands for SPEED— DEPENDABILITY— SERVICE

The Goss "High Speed Straightline" Press

Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press

Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery

A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 1535 So. Paulina St., Chicago

New York Office: 220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

WANTED

Model 8 Linotype

Second Hand in Good Condition

We have immediate need for a used machine in A1 working order. While a Model 8 is what we have in mind, a Model 5 or some other model may serve our purpose if it is first class machine. Write to

BOX 1921

Printer and Publisher

Ambitious Comps Wanted

We still have a few openings for linotype operators and compositors who are anxious to be associated with better printing and who would like the opportunities of advancement that are offered in our shop.
Our compositors have always interesting "copy" before them and new and instructive "lay-outs" are handled continuously. In fact, we can offer ideal working conditions, excellent wages and every chance for the display of skill and ability.

Our Ad Writing and Illustrating Department is made up from our brightest printers. In this department they obtain $50.00 per week upwards.

The printing of business publications is steady, and a satisfactory workman is assured of continuous employment, regardless of business conditions in the printing trade.

When writing give full particulars as to experience and whether we can rent a room or a house for you in this city. Address letter to Manager, Mechanical Department.

Hugh C. MacLean Publications

349 West Adelaide Street, Toronto

Publishers of the following well-known papers: Canada Lumberman, Contract Record and Engineering Review, Electrical News, Footwear in Canada, Canadian Woodworker & Furniture Manufacturer, The Commercial, Western Canada Contractor & Builder, Western Canada Coal Review and the Western Lumberman. Offices at: Winnipeg, Vancouver, Montreal, Chicago, New York, Boston and London, England.

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Immediately!

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MONOTYPE
COMBINATION OPERATOR
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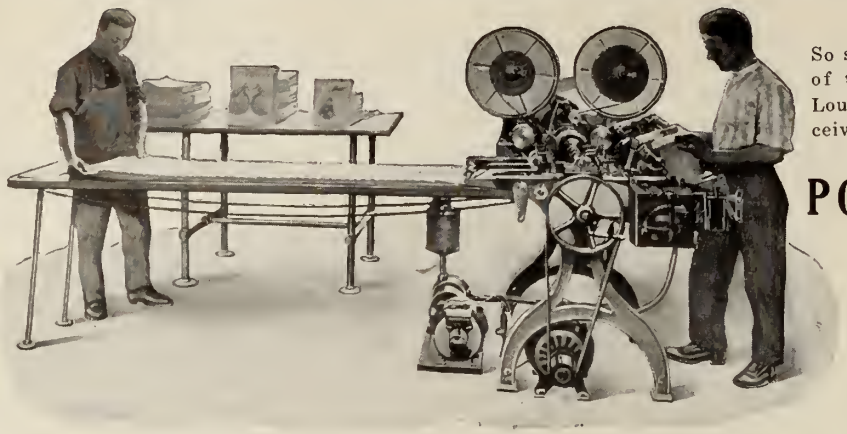
as Instructor in the Toronto Typothetae School of Printing.

Good position for a first-class printer, who has had several years' experience as a combination Monotype operator.

Apply by letter to
TORONTO TYPOTHETAE
17 Bay Street, Toronto, Ont.

"Handles two bi-weeklies in one-fourth former time"



So states Mr. E. Seuel, General Manager of the Concordia Publishing House, St. Louis in telling of the satisfaction received from his

POLLARD-ALLING Automatic Addresser

The Pollard-Alling system consists of two separate units. One is the "Reliefograph" — a motor driven machine which embosses at high speed name plates of thin aluminum. The name plates are kept on reels and changes and additions are made with ease and speed.

The other unit is the addresser. This prints addresses on margin and makes distinguishing marks for separation of post-offices. Addressers come in various sizes. Designed for printing on publication direct or on mailer strip.

This method of addressing is heralded by scores of users as "the best thing on the market for efficiency, speed and economy." And it is. The Pollard-Alling Automatic Addresser has a capacity of more than 12,000 addressed newspapers or publications per hour, can be quickly mastered by inexperienced help, and takes up less space than other systems.

Let us send you sample prints!

POLLARD-ALLING MANUFACTURING CO.

312-316 East 23rd. Street, New York, N. Y.

Printers Wanted

We still have a few vacancies for compositors, stone men and linotype operators. The nature of our business offers advantages beyond those of the ordinary printing establishment. Many former employees of our mechanical department are to-day occupying highly-paid positions in our editorial and selling departments. The General-Manager himself was formerly a compositor. The scope for advancement is thus practically unlimited.

We have definitely adopted the open shop principle, and neither now nor in the future will any discrimination be shown against non-union employees.

For men desirous of getting into the ad-writing profession the composing room training offers an excellent opportunity. Among other advantages the business offers are opportunities for taking various training courses, our welfare and nursing service, group insurance (minimum $1,000) for men, and steady work the whole year round.

Apply at once personally or by letter to the Employment Department

The MacLean Publishing Co., Ltd.

TRADE AND TECHNICAL NEWSPAPERS AND MAGAZINE PUBLISHERS

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Announcement

OUR new plant for the manufacture of IDEAL ROLLERS is now completed, and we will soon be in a position to accept orders. Ideal Rollers are the *first real improvement* in printers' rollers in a century. Made of *Vulcanized Oil*—no glue, no glycerine, no rubber. *Cannot Melt*—are not affected by heat or cold. They remain the same consistency in summer and winter and can therefore be used the year around. *Do Not Require Seasoning*. Are ready for instant use when received.

Further Information and Literature Furnished on Request.
Write to our Nearest Branch.

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OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

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Open Shop—48 hour week—$36.00

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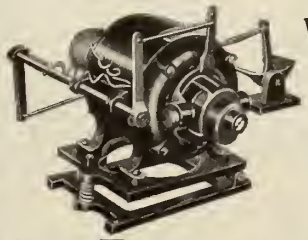
HARDLY a week passes that "Printer and Publisher" does not receive copies of this paper returned by the postal authorities because of the change in firm names or the address of some whose names are on the mailing list. Sometimes complaints reach us of the non-delivery of mail matter. It is not till the receipt of such complaints or the return of the paper, as the case may be, that we obtain any knowledge of the changes or removals of persons or firms. The adoption of the co-operative spirit on your part by notifying changes would make things a good deal more pleasant for both parties. The MacLean Publishing Co. want their mailing list to be perfect—without your help perfection is impossible. There is a lot of valuable trade matter mailed by this company and if you don't receive it—well, the fault is entirely yours.

W&B NEW IMPROVED GORDON PRESSES

BUILT IN THREE SIZES

8"x12", 10"x15"
13"x19"

THE lowest priced, high-grade, job press on the market. It will earn more money in proportion to the amount invested than any platen press made. It is just as fast, more capable and unapproached in simplicity and economy in operation. The best materials obtainable are used, and the workmanship is the highest class.



W&B KAZOO FRICTION DRIVE FOOT CONTROL variable speed motors for job presses. No rheostat or resistance coils. You get any desired speed and can start or stop by simply pressing the foot lever. ¼ H.P. $100.00, 1-3 H.P. $105.00. F.o.b. Toronto, complete with spring base and foot control all ready to serve you. 110 volt, 25 and 60 cycles only. Always state voltage and cycle. We guarantee satisfaction.

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Automatic, Foot and Hand-Clamp

32 to 62 inches

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Equipped with Humana feeder and with Motor Equipment Complete

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All types and sizes with feeder Equipment.

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Manufacture, Application Installation

Also Controllers and Starters. An intimate knowledge with all types enables us to make spare parts and locate trouble in the shortest possible time. You will appreciate this fact that we do not poach on your time and profits.

So if you want a rush job—and one that will not have to be "gone over"—get in touch with us.

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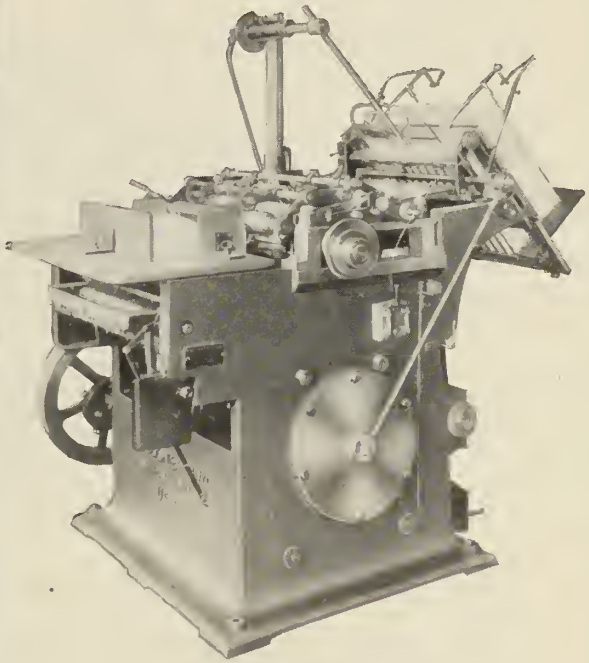
THE Sheet Size 12½ x 19 Speed 4000 per hour

Osterlind



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PLACE YOUR ORDER now if you desire an Osterlind with Kluge Automatic Feeder for fall business.

OWING TO THE DEMAND for the Osterlind with Kluge Automatic Feeder we cannot at present accept orders for the feeder to be attached to outstanding presses.

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Bantam Onion Skin

Carried in Six Sizes and Six Colours —Unglazed and Glazed

Unglazed	White	Coloured
17 x 22	$2.35	$2.50
19 x 24	2.90	....
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Less 10% in Case lots.

The above lines carried in stock in our warehouse. Other sizes and colours carried in stock at mill, and can be quickly procured.

Colours

Goldenrod
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Special Prices for Quantities

WHYTE PAPER CO., LIMITED

55 BAY STREET, TORONTO

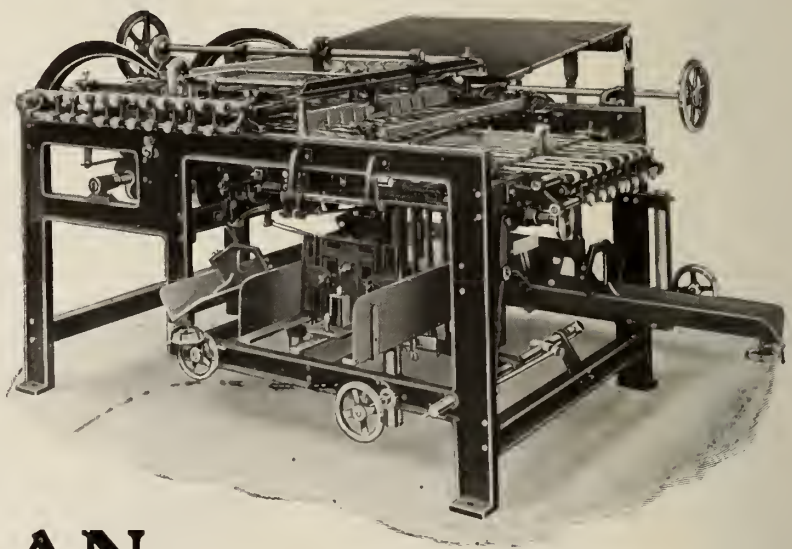
The Brown Folder

Its Popularity--

is due, undoubtedly, to its simple, sturdy, unfailing performance and its ability to handle, in the least possible time every operation required of any machine of this nature.

Besides Brown Folding Machines we carry other well known Bindery equipment and have on hand a variety of used job printing machinery. Let us know what you need.

"Togo," No. 135 Catalog Folder has five sets of folding rolls. The two first sets are parallel to each other the remaining three being at right angles. It folds both regular and oblong work. Folds 6, 8, 10, 12, 16, 24 and 32 pages in single sections or in "gangs." Sizes 33 x 45, to 14 x 21; 38 x 50, to 20 x 30.



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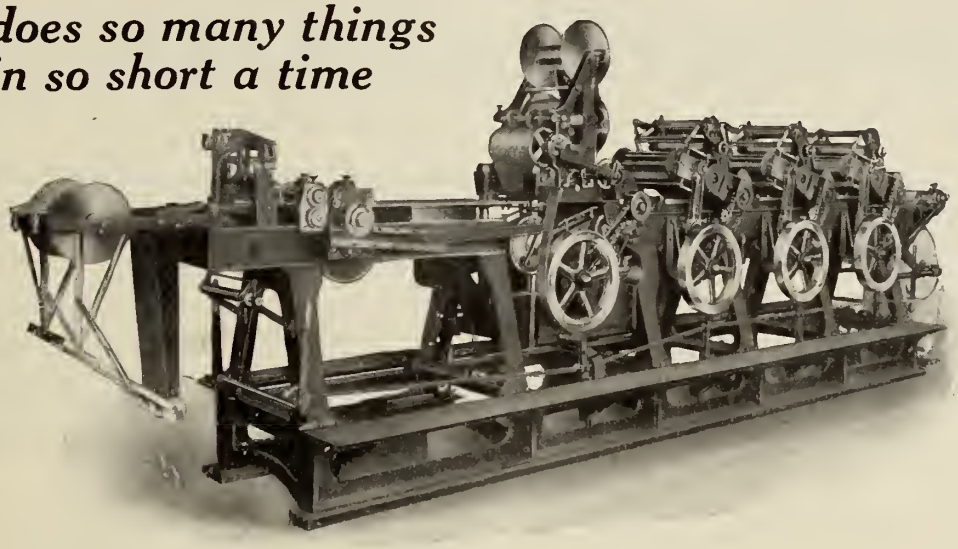
McCAIN AUTOMATIC FEEDERS

The Only Multi-color Press which-

does so many things in so short a time



With this press one man can— print in all colors on both sides of the paper at the same time; number, perforate, score, die-cut, punch, cut both ways, rewind or pile—**all at one operation** and while maintaining a speed of from 4,000 to 7,500 impressions per hour, dependent on the class of work.

MULTI- NEW ERA PRESS PROCESS

Equip your shop with a New Era Multi-Color Printing and Perfecting Press and no job will ever find you unprepared. In fact you could reduce your staff and still turn out more high quality work than by any other method. Constructed on the bed and platen principle—requires no curved plates —takes any roll stock of sufficient strength —saves floor space.

The great economy of the New Era lies in the fact that there is only one handling of stock. It is fed in at one end, passes through the various printing heads, dies etc. and comes out in **finished form.** No waiting—no second handling. Small forms mean inexpensive makeready. **High speed** means large output.

Write for the particulars

NEW ERA MANUFACTURING CO., INC.

Office and Plant

392 Straight St., Patterson, N. J.

Important Announcement to Newspaper Publishers

The great advantages of our PATENTED AUTOMATIC INK PUMP DISTRIBUTION for Newspaper Presses, over the old-fashioned method of inking, having been thoroughly demonstrated by its practical operation in over sixty large presses in prominent newspaper offices throughout the United States and Canada, in all of which it has been proclaimed an unqualified success, and desiring to give our customers the benefit of this epoch-making advance in newspaper press construction, without regard to the very large sums of money expended in developing and perfecting it, we have decided to incorporate this great improvement in all our Double-Width Newspaper Presses—not only of the Superspeed and Unit-Type designs, but also of the X-Pattern, Lineartype, Central Folder and Straight-Line designs—WITHOUT ANY ADVANCE IN OUR SELLING PRICES, which have already been reduced in proportion to the reductions in manufacturing costs.

From this time forward Newspaper Presses of our improved designs will be built with ink fountains and ductor rollers only when especially so ordered, and then will be arranged so that the Automatic Ink Pump Mechanism, which undoubtedly will eventually entirely supersede the old type of construction can be added later.

Among the many advantages of the Automatic Ink Pump Distribution are:

(1) Positive, continuous and more even distribution of the ink as well as immediate control, page by page or column by column, thus enabling better printing and more uniform color on the various pages of the product.

(2) Quicker and easier regulation of the ink supply, thus materially assisting in quick starting and in getting the maximum output from the machine.

(3) Greater economy in the consumption of ink, elimination of the necessity of maintaining ductor rollers of various sizes, and cutting down the spoilage of papers in starting.

(4) Entire elimination of ink fountains and ductor rollers with consequent freedom from danger of dirt or foreign substance working into the ink, and elimination of the necessity of cleaning fountains.

(5) Greater accessibility and consequently less danger of accident.

During the last century, we have been pioneers and leaders in developing and perfecting Printing Machinery, to which end we have expended enormous sums of money every year. The results of this work of development are evidenced by the fact that if the modern Newspaper Press, of any make, were stripped of Hoe features and Hoe inventions, such as: *The triangular former, tapeless folding and delivery mechanisms, staggered cylinders, angle bars for associating webs of paper, rotating blade folding cylinders, combination collecting and cutting cylinders, transverse collecting mechanism, automatic spring tension device for equalizing the strain on paper webs, V-shaped paper brakes, reversible cylinders for color printing, rotary wire stapling mechanism, etc.,* little of importance would be left.

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Ordinary advertising matter usually finds its way to the waste paper basket, but the blotter, on account of its usefulness, is retained for use.

"IVORY"

ENAMELLED BLOTTING

IS THE BLOTTING PAPER "DE LUXE" FOR ADVERTISING.

¶Your letters, invoices, statements, etc., can carry an advertising Blotter at no extra expense for postage.

Suppose you distribute a few thousand Blotters and watch results—you will be agreeably surprised.

We carry large stocks in a pleasing variety of colors.

Samples and quotations furnished on request.

WILSON-MUNROE COMPANY, LIMITED

TORONTO, ONT.

LUCKETT'S STERLING LINE

MADE IN CANADA and made RIGHT

TRIANGULAR and OBLONG POST BINDERS
SURE-- We make 'em both.

We don't recommend them for new systems but you have hundreds of customers whose sheets are punched this way, so why not supply the binders?

WE SELL THE TRADE ONLY

LUCKETT LOOSE LEAF, LIMITED

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Branch Sales Office
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Efficient! More Efficient! Most Efficient!

1871 1921

MANN

MACHINES are the superlative comparison of efficiency for all Lithographic Printers.

WHY? Because they are the product of the best brains of the lithographic printing world in conjunction with the best brains, machine tools and work of engineers with

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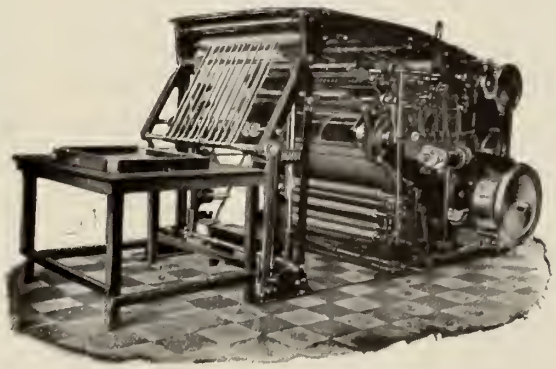

TWO COLOUR AND PERFECTING ROTARY OFFSET MACHINE

Find out everything you can about our single colour, two colour and tin-printing machines.

Such information will be to your advantage and will result in placing your orders with us.

GEO. MANN & CO., LTD.
HENRY STREET, GRAY'S INN ROAD
LONDON, W.C. 1, ENG.
CABLES: LITHOMAN, LONDON

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Carried in Six Sizes and Six Colours —Unglazed and Glazed

Unglazed	White	Coloured	Colours
17x22	$2.35	$2.50	White
19x24	2.90		Blue
17x28	3.00		Green
22x34	4.70	5.00	Cherry
24x38	5.80		Canary
28x34	6.00		Goldenrod

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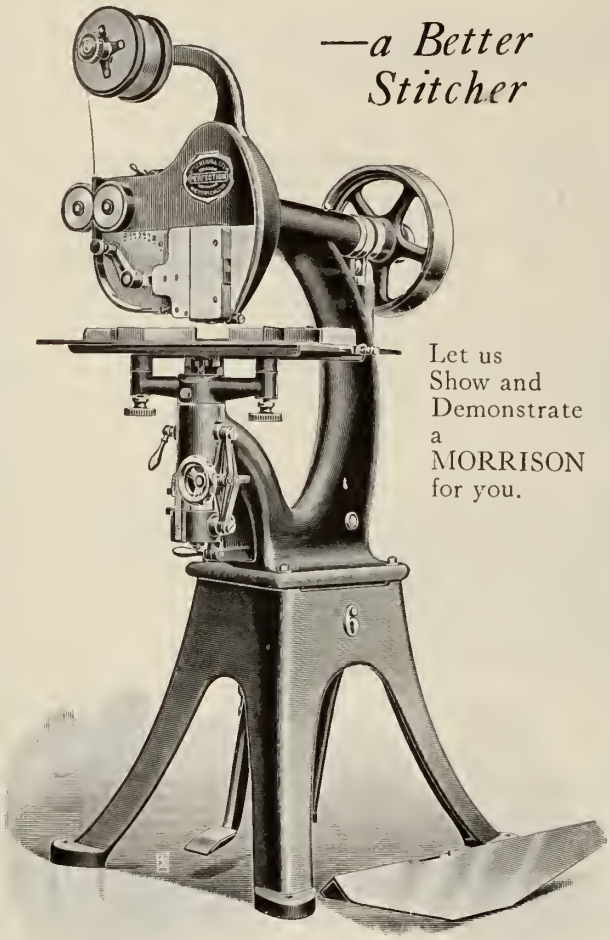

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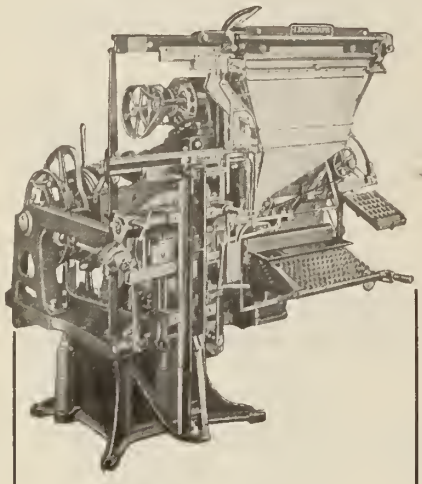

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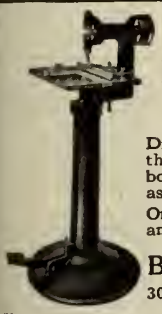

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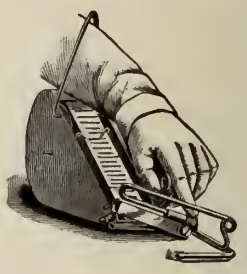

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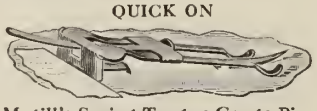

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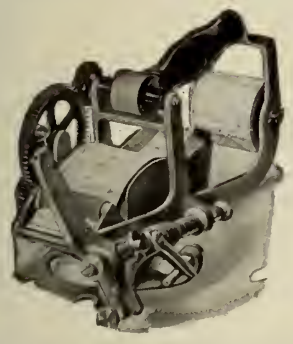

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THE ONLY SPECIALTY OF ITS KIND IN CANADA

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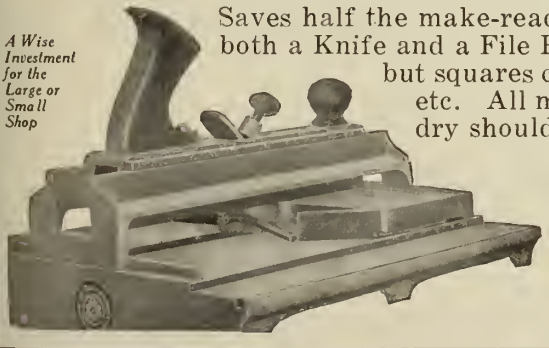
The HOERNER COMBINATION SHUTE-BOARD AND TYPE-HIGH MACHINE

A Wise Investment for the Large or Small Shop



Saves half the make-ready time on all forms containing mounted plates. Has both a Knife and a File Plane, and not only makes mounted plates type-high, but squares cuts, miters rules, trims leads and slugs, bevels plates, etc. All mounted plates sent to pressroom or electrotype foundry should be made perfectly square and type-high—it pays.

Ask for full information and price—NOW

The Challenge Machinery Co.
Main Office and Factory, GRAND HAVEN, MICH.
CHICAGO, 124 S. Wells St. NEW YORK, Printing Crafts Bldg.

"Merit never goes unrewarded"

THIS wise old saw is proven once more by the fact that three of the five Toronto dailies have recently commenced using "HOYT" Type Metals. Another tribute to unexcelled Hoyt quality.

HOYT METAL COMPANY

MONTREAL TORONTO WINNIPEG

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"for better printing"

Gold Seal Black

Here's a Black with a wide range of usefulness

Works clean
Good color
Good finish

$1.00

MADE IN CANADA

MAIL YOUR ORDERS

CANADA PRINTING INK CO.

LIMITED

15 Duncan Street, Toronto

O select from the great mass of existing typographic material the type-faces which time has proved to be best;

To develop all these faces in conformance with modern requirements, without sacrifice of the essential character and artistry of the originals yet always with modern needs in view;

To make each face available in complete type-families, each with its related series of ornaments—selected where possible from the original designs, created where these are lacking by recognized masters;

And, finally, to make all this material available to any printer at any time for any purpose of printing, that he may employ it confidently and intelligently as the means to the best expression of his art:

This is the plan and the purpose of

TYPOGRAPHY

LINOTYPE

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

This advertisement is composed entirely of LINOTYPE *material*

October
ISSUE

Volume 30, Number 10

Toronto, Canada, 1921

THE CANADIAN PRINTER & PUBLISHER

WHAT is worth doing is worth doing well and what is worth doing well is worth doing quickly, so that you may have an early start to do something else better.

THE MACLEAN PUBLISHING CO LIMITED
TORONTO - MONTREAL - WINNIPEG

"I would unhesitatingly recommend that it be printed on"—

Art Photo Book

A Quality out of all Proportion to the Low Price

Printers with a reputation for being good judges of paper can safeguard that reputation as well as their customers' purses by always specifying ART PHOTO BOOK for catalogues, booklets, and all direct-by-mail advertising matter. The healthy "quality feel" to ART PHOTO BOOK makes it outstandingly suitable for the best grade of printing while the comparatively low price means a big saving.

Has a Smooth Uniform Finish

The strength, body, and high, smooth finish of ART PHOTO BOOK make it especially suitable for the finest halftone screens.

It Will Cut Production Costs

Economical because it does not curl nor stretch, bulks well and saves postage. Let us send you samples!

MADE IN TRADE MARK *CANADA*

CANADA PAPER CO. LIMITED

TORONTO *MONTREAL* *WINDSOR MILLS, P. Q.*

Barkwell Paper Co., Winnipeg, Western Agents

DOMINION

Printing and Lithographing

INKS

Striving Ever to Make Them Better Has Made Them the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Conada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 641

STEEL GOODS
HAMILTON
WOOD GOODS

EASY—SAFE—RAPID

This adjustable Form Truck is the best available device for transferring large forms from the stone to press, and *vice versa.* It not only effects a saving of time and labor, but practically insures against any damage to forms. It supersedes the old make-shift schemes as an efficiency factor. The heaviest forms are easily handled, and the loading, transferring and unloading can be performed in a very narrow space. It is an indispensable tool.

Illustration shows Form Truck No. 809; steel tops made in nine standard sizes. Write for details and prices.

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

TORONTO ENVELOPE CO. LIMITED

MANUFACTURERS TO THE TRADE ONLY
MACHINE, HAND FOLD, METAL CLASP AND
BUTTON & STRING ENVELOPES

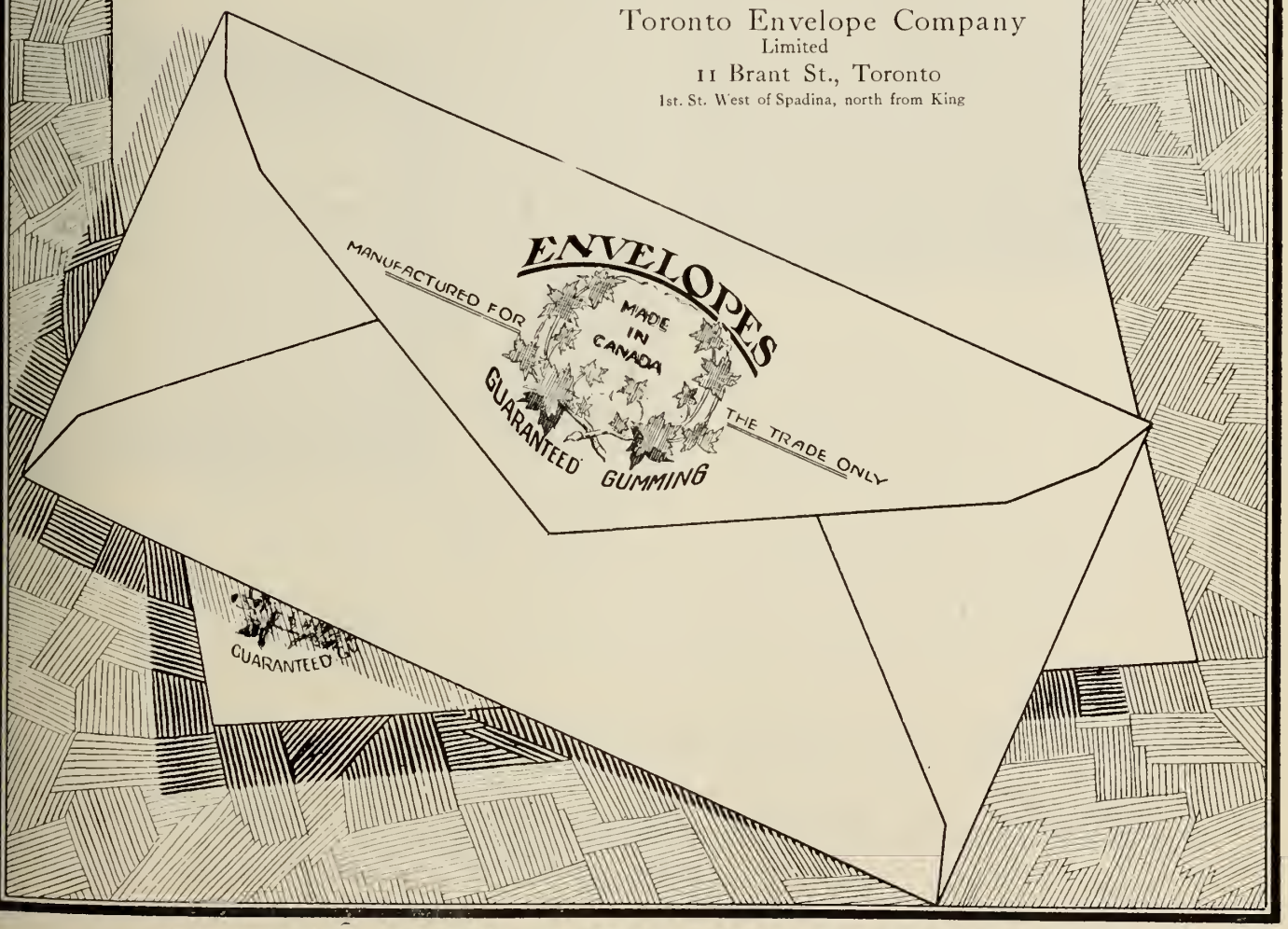
PHONE ADELAIDE 3425 TORONTO

NOW,

While You Are in Toronto
Visit Your Envelope
Department

THE *ONLY* ENVELOPE MANUFACTURERS
TO THE PRINTING TRADE ONLY.

Toronto Envelope Company
Limited
11 Brant St., Toronto
1st. St. West of Spadina, north from King



In answering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

Every Printer Knows

what makes presses deliver paper like this.

The Chapman Electric Neutralizer

makes presses deliver paper like this.

Cold weather means the heart-breaking troubles caused by static electric ity. We guarantee 100% relief with the Chapman Electric Neutralizer.

The only known means by which static electricity is entirely eliminated, regardless of climate season or temperature.

More than 7,000 presses equipped. Let us give you the names of some of the users.

UNITED PRINTING MACHINERY COMPANY

BOSTON NEW YORK CHICAGO

A 3-Cylinder Plant Automatically Fed

Dexter Combing Pile Feeders Make Pressrooms More Profitable

"When a printer finds a good profit in his press room, he would be flinthearted indeed if he did not express a grateful appreciation of the machines behind the men that made it all possible. Aside from the profitable results of using your Dexter Combing Pile Feeder comes that supreme satisfaction of good work, and the quiet but effective tribute of satisfied customers who appreciate rapid service.

(Signed) "Edward Counihan, Pres.,
"Knight-Counihan Printing Co.,
"San Francisco, California."

No firm will completely equip its presses with automatic feeders unless these machines give greater results than can be obtained by hand feeding. Repeat orders are proof of automatic feeder satisfaction. Automatic feeders are helping thousands of printers solve the problem of high pressroom costs by putting their pressrooms on a more profitable basis than when presses are hand fed.

A list of Combing Pile Feeder users will be sent you on request.

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

Folders, Cutters, Cross Continuous Feeders, Dexter Feeders, Inserting Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

In answering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

Stationery and Engraving

THE DAY has arrived when every Stationer must be prepared and equipped to exhibit his STATIONERY HANDSOMELY ENGRAVED.

And to show his ENGRAVING upon FINE STATIONERY.

The two are closely bound together.

A reputation for fine engraving helps to sell his stationery.

And vice-versa.

It is the worst kind of salesmanship to spoil a fine sheet of paper by poor, low quality engraving.

We will send, free of charge, to any Stationer A SET OF SIX HANDSOMELY ENGRAVED WEDDINGS, each a different style of beautifully engraved shaded lettering.

And a set of four copper plate style sheets for your Stationery Counter or Salesman.

They show 64 different styles of lettering.

They are PRINTED FROM COPPER PLATES UPON THE FAMOUS WHITING'S WEDDING STOCK and will be an advertisement to your Stationery Department.

Write at once, and be sure and give us the name and address of your engraver, and we will send him duplicates so that you may order from him by style number.

ENGRAVERS MACHINERY COMPANY

OF CANADA, LIMITED

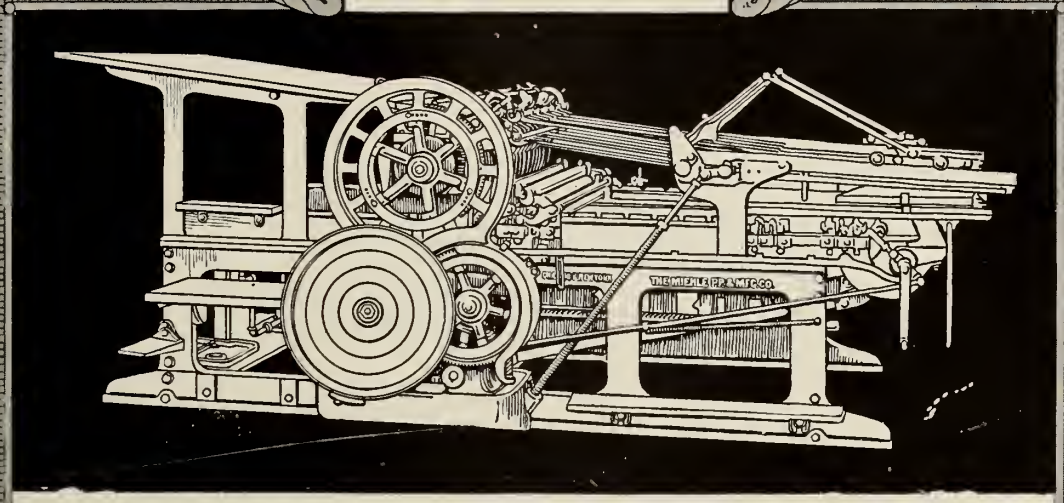
Coronation Building, MONTREAL

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

The Miehle



Investment Quality

THE important quality of any investment is permanency, both of income and principal.

In some cases, owing to especially favorable circumstances, perfectly sound investments yield an unusually large revenue.

This is the case of the Miehle: test it by comparing Miehle re-sale prices with original costs.

There is no quality of speculation in the purchase of a Miehle.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block — PHILADELPHIA, PA., Stephen Girard Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. — DALLAS, TEX., 611 Deere Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Maximum Value at a Minimum Price

The low first cost of the LEE PRESS, combined with its low cost of operation, economical up-keep, built-in durability, long life, superior product and handsome appearance means low final cost—just think this over.

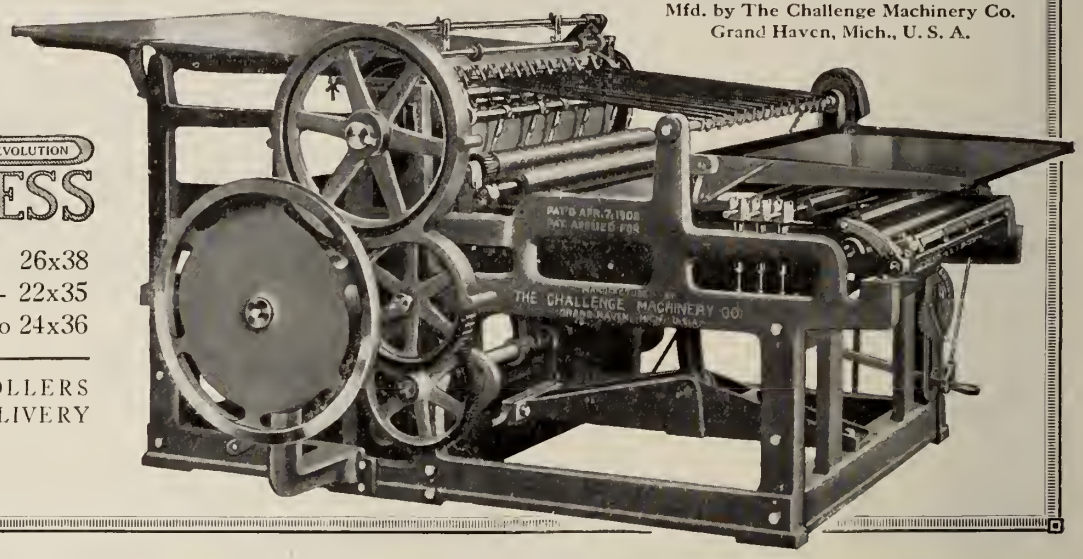
The worth of every LEE PRESS is further safeguarded by being backed by a reliable and favorably known company that has been manufacturing machinery and utilities of all kinds for printers for more than a quarter of a century—just think this over.

If you need an all-around pony cylinder press you cannot afford to overlook the many points of superiority of the LEE PRESS—a press that will earn you more money in proportion to the amount invested than any two-revolution pony press on the market.

SEND TODAY FOR FULL PARTICULARS AND LEARN WHY "LEE PRESS USERS ARE LEE PRESS BOOSTERS."

WESTMAN & BAKER LTD., 165 Adelaide St. West, TORONTO, ONTARIO

Mfd. by The Challenge Machinery Co.
Grand Haven, Mich., U. S. A.



LEE PRESS TWO-REVOLUTION

Size of Bed - - 26x38
Size of Form - - 22x35
Takes Sheet up to 24x36

TWO FORM ROLLERS
FRONT FLY DELIVERY

Efficient! More Efficient! Most Efficient!

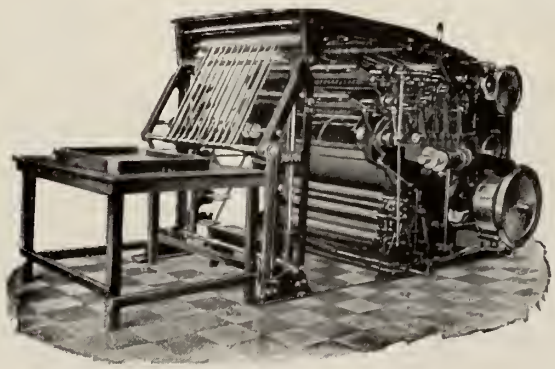
1871 1921

MANN

MACHINES are the superlative comparison of efficiency for all Lithographic Printers.

WHY? Because they are the product of the best brains of the lithographic printing world in conjunction with the best brains, machine tools and work of engineers with

FIFTY YEARS' EXPERIENCE OF LITHOGRAPHERS' NEEDS



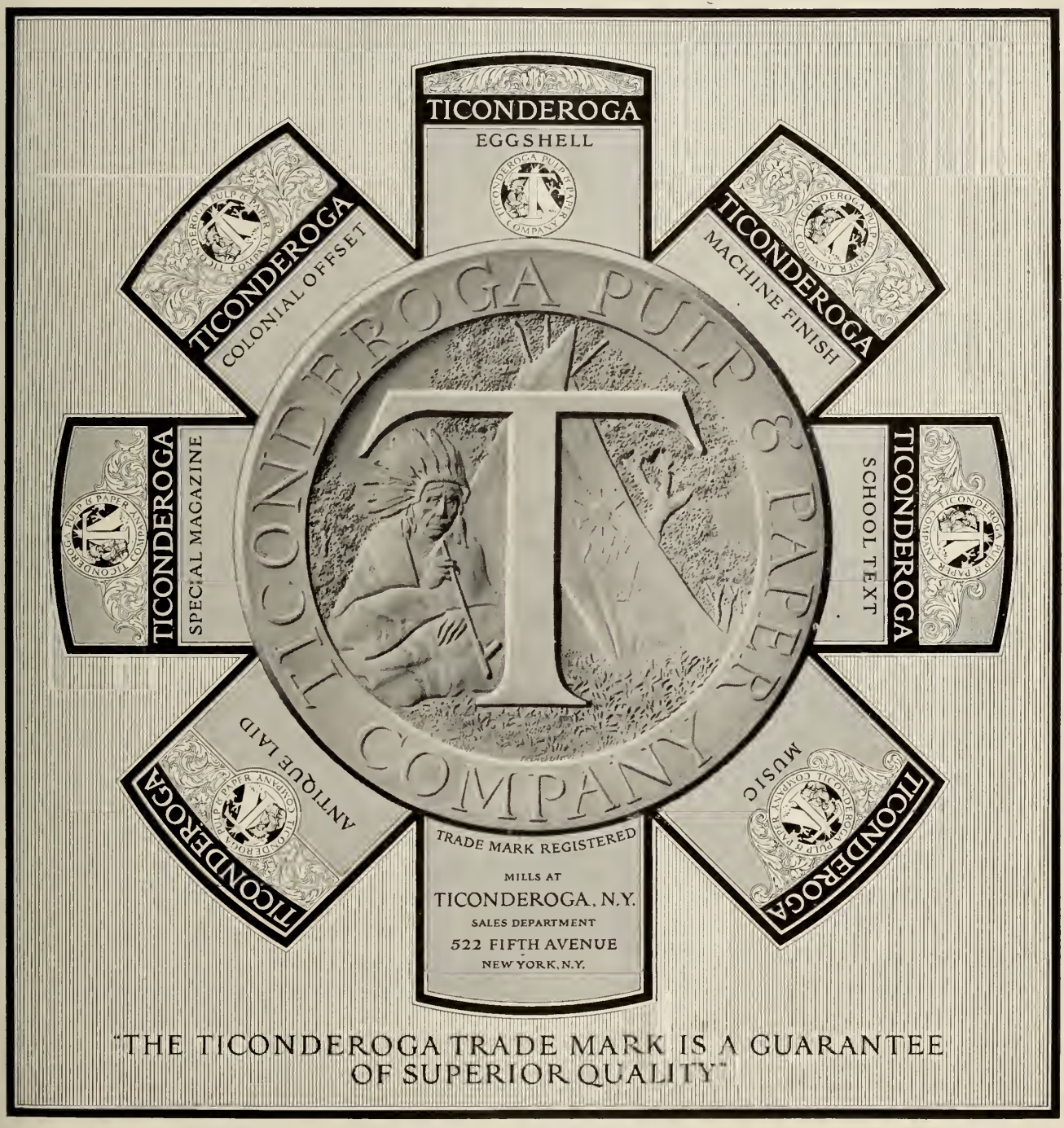
TWO COLOUR AND PERFECTING
ROTARY OFFSET MACHINE

Find out everything you can about our single colour, two colour and tin-printing machines.

Such information will be to your advantage and will result in placing your orders with us.

GEO. MANN & CO., LTD.

HENRY STREET, GRAY'S INN ROAD
LONDON, W.C. 1, ENG.
CABLES: LITHOMAN, LONDON


TICONDEROGA
EGGSHELL
TICONDEROGA
COLONIAL OFFSET
TICONDEROGA
MACHINE FINISH
TICONDEROGA
SPECIAL MAGAZINE
TICONDEROGA
SCHOOL TEXT
TICONDEROGA
ANTIQUE LAID
TICONDEROGA
MUSIC
TICONDEROGA PULP & PAPER COMPANY
TRADE MARK REGISTERED
MILLS AT
TICONDEROGA, N.Y.
SALES DEPARTMENT
522 FIFTH AVENUE
NEW YORK, N.Y.
"THE TICONDEROGA TRADE MARK IS A GUARANTEE OF SUPERIOR QUALITY"

JONES NON-CURLING GUMMED PAPER

Specify JONES—*100 Years of Quality*

Labels will neither curl nor cake together if they are printed on Jones Non-Curling Gummed Paper. Be sure to specify Jones the next time you order gummed paper. You will save time and money—so will your customer.

Send for samples also samples of the lines which follow:

Cloth Lined Paper *Gummed Kraft* *Flint Glazed Paper*
Marble Paper *Fancy Papers* *Label Cloth*

BUTLER & JONES, Limited

16 PEARL STREET, TORONTO, CANADA.

Sealing Machines—coming into popular use. Prints advertisement at the same time as it moistens tape.

Agents for
Samuel Jones & Co., Limited, London, Eng.

LETTERPRESS AND LITHOGRAPHIC PRESSES

Manufactured by Linotype and Machinery Limited at Altrincham, Eng.

J&M TWO-REVOLUTION PRESS. This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work. It is correctly designed and is built of perfect material by skilled engineers. It possesses many advanced features and is built in six sizes as follows:—

Machine No.	Size of Sheet	Size of Type Matter
000000	46″ x 66″	44″ x 64″
0000	42″ x 61″	40″ x 58″
00	42″ x 55″	40″ x 52″
1	36″ x 52″	34½″ x 49″
3	32″ x 45″	30″ x 42″
4	26″ x 39½″	24″ x 27″

THE CENTURETTE. This two-revolution press is built to run at rate of 3,000 impressions per hour. It is solidly built, simple, and effective in design with few working parts. One size only to take sheet 24″ x 37″.

J&M OFFSET. The printed sheets are always delivered face up on the table clear of the machine at a convenient height for examination. Perfect inking, damping and manipulation of the plate is facilitated. Built in three sizes, as follows:—

Machine No.	Size of Sheet	Size of Design
No. 1	37½″ x 52″	37″ x 52″
No. 2	33½″ x 45½″	33″ x 45½″
No. 4	25″ x 37″	24½″ x 37″

J&M TWO COLOUR OFFSET. A very valuable, versatile press at present built in one size only. Sheet size 35″ x 48″.

J&M LITHO-ROTARY. This "direct" litho press produces the finest colour lithography. Made in the following sizes.

Machine No.	Size of Sheet	Size of Design
No. 0	47″ x 64″	46″ x 63″
No. 1	44″ x 64″	43″ x 63″
No. 2	35″ x 48″	34″ x 47″
No. 3	32″ x 42″	31″ x 41″

Write for full particulars to

LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

68 TEMPERANCE STREET, TORONTO

You Pay for a Machine but Once—For Labor and Paper Every Day

Therefore in these times of high labor and material costs you can afford to buy only that Press which can be depended upon day in and day out not only to produce the greatest net output and to deliver your edition in the shortest possible time, but also to do it with the least wastage of paper and the minimum maintenance cost. This the

HOE

SUPERSPEED *and* UNIT-TYPE PRESSES *with* PATENTED INK PUMP DISTRIBUTION

are doing daily in the most prominent newspaper printing establishments throughout the world.

Compare the work they turn out and their records of net output, paper wastage and cost of up-keep, with those of other machines, and you will soon be convinced that, though the initial cost may be higher, they are a better investment in the end.

Efficiency and Economy

in Production are the watch-words of the day. Let us show you how you can put them into profitable practice in the printing of your publications.

Having the largest, best equipped, and ablest-manned press factory in the world, we are able to turn out printing machinery in the shortest possible time, but unfortunately it is not large enough to always take care of the demands of our customers as promptly as they sometimes desire and for that reason we have occasionally had to decline orders; therefore, we urge publishers to take up the subject of their probable press requirements as far in advance as possible, so as not to be disappointed in the matter of delivery.

Notwithstanding the general business depression, we have orders in hand at the present time for the equivalent of **two hundred and twenty-one** 16-page press sections with folders, besides an enormous quantity of smaller work, and orders are continuing to come in to the full capacity of the plant—

Because—

HOE MACHINERY IS DESIGNED AND BUILT TO DO THE BEST WORK IN THE MOST EFFICIENT AND ECONOMICAL MANNER—NOT MERELY TO SELL AT A PRICE.

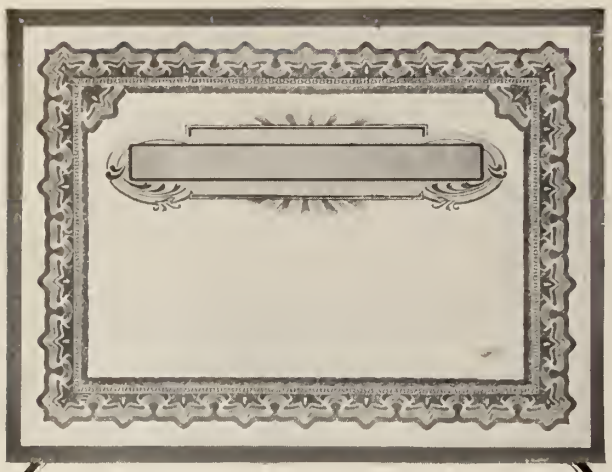
R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 Water Street, BOSTON, MASS.

109-112 Borough Road, LONDON, S. E. 1, ENG.

827 Tribune Building, CHICAGO, ILL.



Go to Goes for

The Goes Bordered Blanks

An original and diversified assortment of 75 styles of appealing border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but 3¼ by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require refined, high-grade products.

Canadian Printers and Stationers are referred to Grand and Toy Limited, Toronto, Charles F. Dawson Limited, Montreal, for further information regarding the Goes Blanks.

The Goes Printer's Helps

also include blanks for

Common-Law Certificates
Stock Certificates
Interim Certificates
Bonds
Diplomas
Certificates of Award

and

The Goes Art Advertising

Check-Book and Business Card Blotters
Monthly Service Cards
Mailing Cards
Blotters
Calendar Pictures
Calendar Mounts
Calendar Cards

Lithographed Calendar Pads

also

The Goes Artistic Greeting Cards

Entirely new Greeting Card and Blotter styles, designed especially for Good-Will Expressions, Christmas Greetings and Holiday Publicity, are now available.

When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company

41 West 61st Street, Chicago

GREETING TYPOTHETAE!

You stand for good printing and good materials for business use.

Let us help you and your customers by furnishing our high grade thin papers.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

FIDELITY ONION SKIN
EMCO ONION SKIN and
SUPERIOR MANIFOLD
are now watermarked.

Ask Dept. H. for samples

MADE BY
ESLEECK MFG. CO.
TURNERS FALLS, MASS.

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

One of the Greatest Producers among American Pressmen Made This Statement:

"If I were designing a cylinder press for maximum production, I would

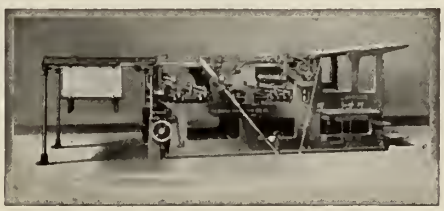
[1] Give it a "printed-side-up" delivery that required no adjustments for various sizes or weights of stock; and devise some method to avoid slip-sheeting.

[2] Equip it with "one size" interchangable rollers and a mechanical device that would throw all rollers into and out of action with a single motion.

[3] Build for it a feed board on which atmospheric changes and weight of the stock would have no effect.

Overlooking the time wasted in adjustments on these points alone is costing commercial printers thousands of dollars a year—a loss in profits no other manufacturer on earth would stand for."

Every requisite for "Maximum Production" as above stated is built into the Universal Equipment Babcock



"Our Best Advertisements are not Printed—They Print"

The BABCOCK PRINTING PRESS MANUFACTURING CO.

Main Office and Factory: New London, Conn. *New York Office:* 38 Park Row

MILLER & RICHARD

SOLE AGENTS

TORONTO WINNIPEG

Successful Holiday Printing

should bring you not only a Merry Christmas, but also continued orders from satisfied customers. Insure this by using the best and most reliable inks.
There is a real bright Red and a juicy Holly Green for you, viz:

Huber's Holly Red H-108
Huber's Holly Green No. 21509

They are just the right thing for Christmas printing and in the unavoidable rush for holiday work you will be delighted with their faultless performance, running night and day without necessitating a wash-up.
In harmony with these two colors and suitable for the occasion, we recommend the use of

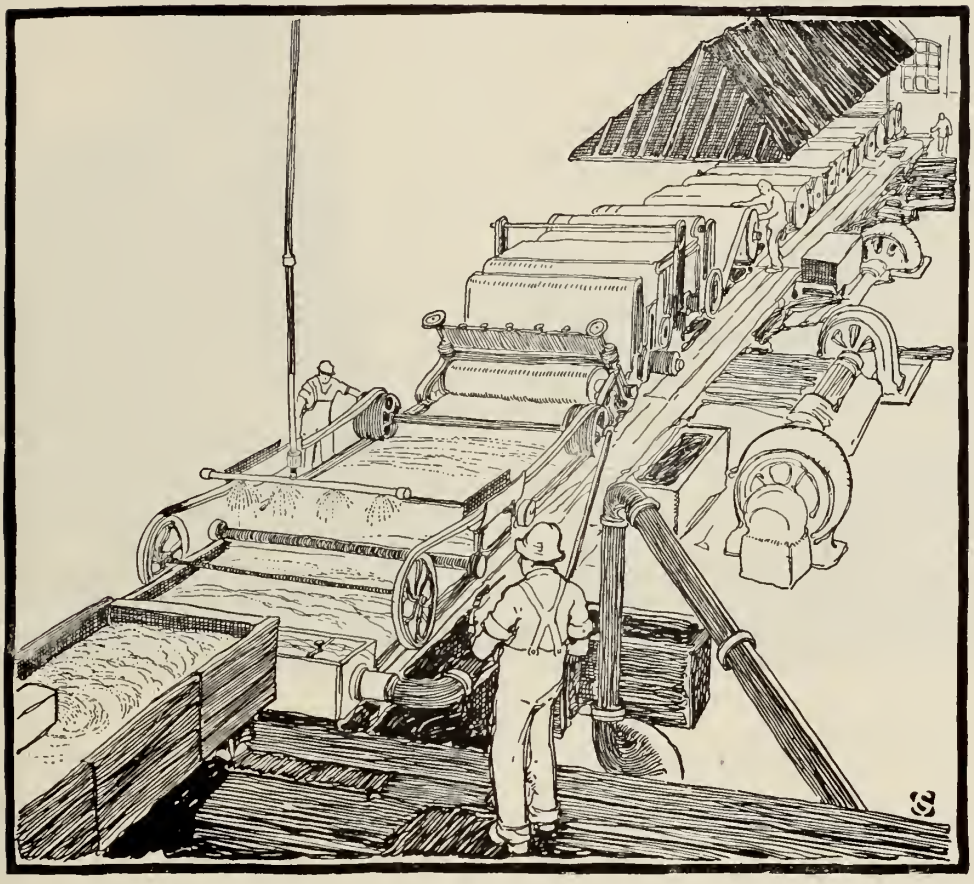
Huber's
Nuggetine Gold Ink
(Ready-to-mix)

which is the most brilliant Gold Ink. (When ordering state whether you prefer the pale or rich gold effect.)
With these three inks your Christmas printing will be excellent in appearance, quickly accomplished and extremely low in cost.

J. M. Huber

366-378 Adelaide Street West
TORONTO, CANADA

HUBER'S COLORS IN USE SINCE 1780



The first machine to produce a continuous sheet of paper was invented in 1799 *in France. The modern paper machine is one of the most intricate and efficient of modern industry.*

No. 7 of a Series

"From Rags To Writing Paper"

The Paper Machine. The liquid stock (99% water), which takes from two to four weeks to prepare, is converted into paper in from two to four minutes. The stock is conveyed over a wire belt. As the belt moves forward a lateral shaking causes the fibres to "felt," while simultaneously most of the water is eliminated through tiny perforations of the belt. Felt rollers and heated cylinders complete the drying.

Write for Brochure of manufacturing illustrations—"From Rags to Writing paper"—sent on request.

The Rolland Paper Company, Limited

MONTREAL

MILLS AT ST. JEROME, P. Q.
AND MONT ROLLAND, P. Q

Makers since 1882 of Superfine Linen Record and other High Grade papers

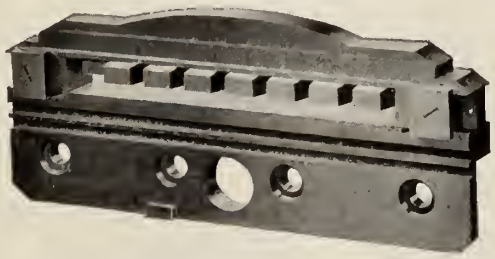
In answering advertisements, kindly mention "Printer and Publisher"—that's your introduction.

"It takes brains to run a composing room, Boss, but give me a-plenty of spacing material — *first*"

With spacing material a-plenty you have every chance for profit. Without it the profit coupon is clipped before the job is set. Don't kid yourself about it. Give your adman and your makeupman a-plenty. A-plenty means all you want. The easy way, the simple way to attain this end is to install a

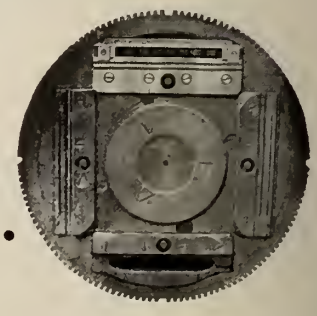
Stevenson Furniture Mold

and cast your own—6, 12, 18, 24, 30, 36 pt. Space and Base. Accurate as type. Rigid as steel. Cheap as linotype metal. 25 Stevenson Furniture Molds now operating in Canadian plants from Moose Jaw, Sask., to St. John, N.B.



H. V. Tyrrell, General Manager MacLean Pub. Co. says: "We have used the Stevenson Furniture Mold over a year. Truly a big economizer in time and money, and should be in every composing room where a linotype is used."

Let us send you full particulars.



Ashton G. Stevenson, Inc.

400 S. Hoyne Avenue, Chicago

TO DELEGATES AND VISITORS

TO THE

35TH ANNUAL CONVENTION UNITED TYPOTHETAE OF AMERICA

THE

LANSTON MONOTYPE MACHINE COMPANY

EXTENDS GREETINGS

AND A CORDIAL INVITATION TO VISIT THE

MONOTYPE HEADQUARTERS

KING EDWARD HOTEL

TORONTO

THE MONOTYPE RECEPTION ROOM IS AT THE DISPOSAL OF MEMBERS OF THE TYPOTHETAE AND THEIR FRIENDS. IT HAS BEEN ARRANGED FOR THEIR COMFORT AND CONVENIENCE. THEY ARE WELCOME TO USE IT AS A PLACE TO MAKE AND KEEP APPOINTMENTS AND TO HANDLE CORRESPONDENCE. USERS OF THE MONOTYPE ARE ESPECIALLY INVITED TO MAKE THIS ROOM THEIR HEADQUARTERS.

333

TO EVERY MEMBER OF THE UNITED TYPOTHETAE OF AMERICA THE NAME OF FREDERIC W. GOUDY STANDS FOR THE HIGHEST DEVELOPMENT IN MODERN TYPOGRAPHY

MR. GOUDY IS WITHOUT A PEER AMONG THE TYPE DESIGNERS OF THIS GENERATION.

AS ART DIRECTOR OF THE MONOTYPE COMPANY HE HAS BROUGHT HIS GENIUS TO THE DESIGNING AND DEVELOPMENT OF TYPE FACES FOR THE MONOTYPE.

THE ART OF PRINTING WAS BORN WITH THE INVENTION OF SINGLE TYPES, AND FROM SINGLE TYPES THE BEST PRINTING ALWAYS HAS BEEN PRODUCED.

THE MONOTYPE BROUGHT TO THE PRINTER, MACHINE COMPOSITION WITHOUT THE SACRIFICE OF HAND QUALITY, AND MR. GOUDY'S WORK AS ART DIRECTOR FOR THE MONOTYPE MEANS FURTHER ACHIEVEMENT IN THE DEVELOPMENT OF FINE TYPES AND GOOD TYPOGRAPHY.

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK CHICAGO BOSTON BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

LUMSDEN BUILDING : TORONTO

BORDER AND TEXT SET ON THE MONOTYPE, PLATE-GOTHIC SERIES NO. 342 AND 345

There is Only One Lowest Form of Printing Economy—

More than a Multi-Color Press

4,000 to 7,500 Impressions Per Hour

Only One Operator

Saves Floor Space

MULTI- NEW ERA PRESS PROCESS

THE GREAT economies possible with the **New ERA Multi-Color Press** lie in the fact that there is only one handling of stock—the press automatically performing all operations as the stock passes through! There is no waiting—no second handling. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of from 4,000 to 7,500 impressions per hour.

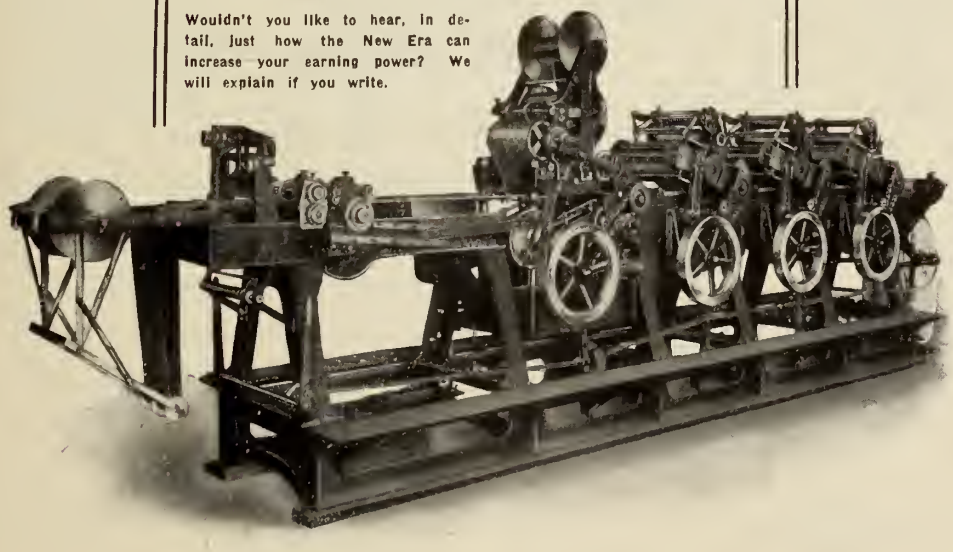
The Press for Every Specialty

No Second Handling of Sheets

No Curved Plates

Inexpensive Makeready

Wouldn't you like to hear, in detail, just how the New Era can increase your earning power? We will explain if you write.



NEW ERA MANUFACTURING CO., INC.

Office and Plant:

394 Straight Street, Patterson, N.J.

A Business Creed

TO the three ruling factors of business—

quality,
service,
price—

add the triumvirate of good will—

personal interest,
active co-operation,
honest dealing—

and you have all the elements that create success.

REILLY ELECTROTYPE CO.

New York City,
October, 1921.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

IDEAL
TYPOGRAPH ROLLERS

ALL ROLLERS EXCEPT FORM ROLLERS

THE FIRST REAL IMPROVEMENT

IN TYPO ROLLERS IN A CENTURY

SIMILAR TO THE WELL KNOWN IDEAL LITHOGRAPH ROLLER

MADE OF VULCANIZED OIL—NO GLUE, NO GLYCERINE, NO RUBBER,

NOT AFFECTED BY HEAT, WATER OR HUMIDITY.

CANNOT MELT—DO NOT HAVE TO BE COOLED IN SUMMER.

NOT AFFECTED BY WEATHER CONDITIONS OR CLIMATIC CHANGES.

THE SAME ROLLERS THE YEAR AROUND—DO AWAY WITH SUMMER AND WINTER ROLLERS.

DO NOT CHANGE SHAPE OR DIAMETER AND DO NOT REQUIRE RESETTING.

OPERATE AT ANY SPEED, UNDER ANY CONDITIONS, IN ANY LOCALITY.

DO NOT REQUIRE SEASONING.

ARE READY FOR INSTANT USE.

ARE TRUE AND DISTRIBUTE INK PROPERLY.

PERMIT CHANGING FROM BLACK OR COLOR TO DELICATE TINTS.

INCREASE PRODUCTION.

PROMPT DELIVERY. INQUIRE OF OUR NEAREST BRANCH.

MADE IN CANADA

AT OUR TORONTO FACTORY

THE AULT & WIBORG COMPANY

OF CANADA, LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

Make This House Your Headquarters for

PRINTING MACHINERY AND SUPPLIES

Profit Earning Equipment of All Kinds

THE PRINTERS who are making the most of their opportunities today are those who make it a point to keep their equipment strictly up-to-the-minute.

They procure the latest of modern labor-saving equipment for the composing room, for the press room, for the bindery and other departments where production has vital bearing on the profits.

It is the acme of good business judgment to keep your plant up to the mark—and you will find it the acme of good judgment to secure W. & B. equipment, which includes a complete line of modern labor-saving printing necessities.

Every piece of machinery or article manufactured and sold by us is guaranteed to be free from defects in material or workmanship—to be correct in design and reliable in construction.

QUALITY--SERVICE--RELIABILITY

PRINTING PLANTS FURNISHED COMPLETE WITH MODERN EQUIPMENT

Also Manufacturers of: Little Giant Lever Paper Cutters, Westman & Baker Standing Presses, Westman & Baker Job Backers, Westman & Baker Hand Lithography Presses, Westman & Baker Envelope Maker's Dieing Out Presses, Westman & Baker Proof Presses.

WESTMAN & BAKER LIMITED

Engineers Manufacturers Distributors

PRINTING MACHINERY & EQUIPMENT

Established 1875 W. T. Johnston, *President*

165 Adelaide Street W.
TORONTO, ONT.

738 St. Paul Street W.
MONTREAL, QUE.

Selling Agents: Barnhart Bros. & Spindler; Challenge Machinery and Utilities; Rosback Wire Stitchers, Punching and Perforating Machinery; Hamilton Wood and Steel Furniture; Rouse Labor-Saving Devices; Morgans & Wilcox Efficiency Equipment.

Receives Unanimous Approval Throughout Canada

Step into any newspaper office in Canada where typesetting machines are operated and ask what brands of type metal are used. In nearly every case the answer will be "IMPERIAL" made by the Canada Metal Co. Limited. The same applies to job and book printing plants throughout the Dominion. Not only for typesetting machines but for stereotyping purposes "IMPERIAL" Metals are in constant demand. RIGHT PRICE and DEPENDABLE QUALITY are the reasons for this unanimous stamp of approval.

Our Record for 1920 was 60 carloads

"IMPERIAL"
Linotype, Intertype, Monotype, Stereotype and Combination METALS

The Canada Metal Company
Limited
TORONTO
Hamilton Montreal
Winnipeg Vancouver

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Of Interest to Small Dailies

For Sale

COX DUPLEX

in good working order and modern in every respect. Ready for immediate delivery. May be examined at any time. The Duplex Press is too well known to need any description from us. The price is—about one-third of present cost!

Also one 36 page Rotary Newspaper press and stereotype equipment. Suitable for any large Daily.

MANTON BROS.

Printing Machinery, Printing and Litho Inks, Printers' Rollers, Electric Motors for all Printing Purposes.

Toronto and Winnipeg

"RED SEAL" COATED BOOK

THE STANDARD FOR COMMERCIAL CATALOGUES AND BOOKLETS

TRADE COATED R PAPER MARK

REGISTERED

"LUXACOTED PORCELAIN" COATED BOOK

MADE SPECIALLY FOR THE FINEST HALF TONE AND COLOR WORK

ALSO

Coated Litho

AND

Coated Folding Boxboard

Manufactured and Sold by

RITCHIE & RAMSAY, LIMITED

TORONTO

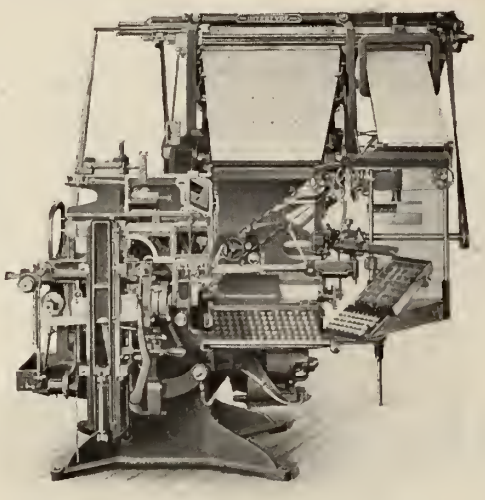
CANADA

Winnipeg, Man.
John Martin Paper Co., Ltd.

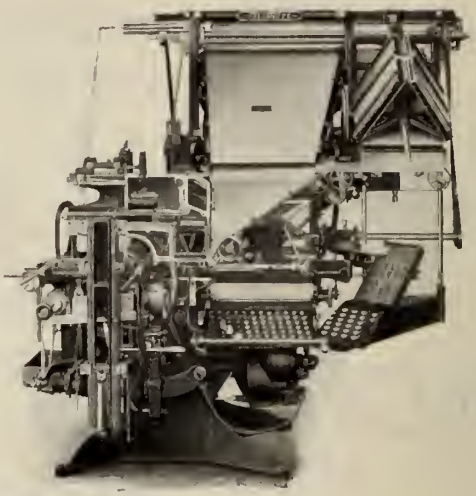
Vancouver, B.C.
Columbia Paper Co., Ltd.

INTERTYPE

"THE BETTER MACHINE"



Model C-s.m. Intertype



Model D-s.m. Intertype

An Invitation

CANADIAN Printers and Publishers attending the TYPOTHETAE CONVENTION are invited to visit the Show Rooms of the Toronto Type Foundry Co., 120 Wellington Street, corner York Street, there to inspect a working demonstration of the MODEL D-s.m. and C-s.m. INTERTYPES for Text, Headletter and Display Composition.

Representatives will be on hand and will be pleased to give demonstrations and explain the latest achievements.

TORONTO TYPE FOUNDRY CO., LTD.

Canadian Representatives.

TORONTO OFFICE: 120 Wellington St., cor. York St.

MONTREAL	WINNIPEG	REGINA
Cor. Jurors and Hermine Sts.	175 McDermott Ave.	Canada

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, OCTOBER, 1921 Number 10

A Prophecy Made In 1749 and Fulfilled In 1921

"Place of Meeting" which referred to a trading post in the eighteenth century is the principal point of interest for true Typothetaens in the twenty-first year of the twentieth; Toronto a city of over half a million, will be considerably larger week of October 17.—"The Typothetae Bulletin."

When the Indians who gathered on the northern edge of Lake Ontario in the eighteenth century spoke in their own language of the "Place of Meeting," they had in mind a fortified trading post. The word they used for the three words quoted above was "Toronto." Thinking of it today it seems almost like a prophecy of the greatest meeting in the printing industry. For in 1921 the word Toronto means "Place of Meeting" to every true member of the United Typothetae of America.

The city which, next to his home town, is the principal point of interest on the North American continent for every member of the United Typothetae, has a population of 597,386 which will be swelled a bit during next October when it is invaded by hordes of American printers from both sides of the border.

Toronto is the financial center not only of Ontario, but of English speaking Canada. It houses eight banks and eleven trust companies as well as 196 branches and seventy-two agencies.

Great Manufacturing Center

The city is the greatest manufacturing center in the Dominion with 2,835 manufacturing establishments having an invested capital of $392,945,178. It uses in its processes of manufacture raw material to the value of $266,580,781 and produces goods worth $506,249,283, more than one seventh of the total output of the Dominion. Its annual payroll is over $105,000,000.

A recent survey of the printing industry in Toronto discovered an annual mechanical payroll of $3,125,364, total sales of $10,975,845 at an average profit of about 11 per cent.

It is the radiating center of Canadian travel by rail and water. Steam and electric railways run east, west and north. Steamers furnish communication during the season of navigation with all ports on Lake Ontario and the St. Lawrence River. The country round about it is a network of good automobile roads, running to the border towns of Niagara Falls, Bridgeburg, Sarnia and Windsor, and north and east. Toronto welcomes the International Convention which will convene here from Oct. 17th to 20th. That the Typothetae member will reap rich benefits from every session is assured. That the members, their wives and friends, will enjoy their visit from the standpoint of a short vacation spent in Ontario's Queen City, is the hearty wish of the Canadian Printer and Publisher."

Due to the increased membership in the U.T.A. during the last year, the possible number of delegates to the U.T.A. Convention in Toronto is the largest in history. The number of voting delegates and members at large which should be at Toronto this year follows:

Delegates (or alternates)	883
Members at large	543
Total voting	1426

This is exclusive of all members who attend the convention in addition to appointed delegates, secretaries, U.T.A. employees, representatives of allied trades and supply houses, and all other guests. Indications are that the total registration this year will exceed 1700, due to the unusual amount of interest shown in this annual convention.

Last year the total registration at St. Louis was as follows:

Delegates, Alternates, and members at large	524
Local Members, Secretaries, guests,	628
Total Registration	1152

From the offices of the Association, "The Canadian Printer and Publisher" has received the following program:—

Monday, October 17

9 a.m.— Registration of Delegates, Alternates, Members-at-large. Local members (not delegates), Guests and Secretaries. Registration Booth on Mexzanine floor. (Registration Booth will be open continuously during the convention).

2.30 p.m.— Meeting of the Executive Committee, U.T.A., Yellow Room.

2.30 p.m.— Meeting of Board of Governors, Employing Printers' Association. Room G.

2.30 p.m.— Opening Session of Conference of U.T.A. Secretaries, Local and District. Banquet Room.

6.30 p.m.— Complimentary Dinner to U.T.A. Secretaries.

7.30 p.m. —Demonstration of Local Typothetae Bureau Services. Blue room.

7.30 p.m.— Meetings of District Delegates to Nominate District Executives Committeemen. (Each Delegation to arrange for its own place of meetings).

Tuesday, October 18

9.30 a.m.— First Open Session U.T.A. Convention, New Ball Room, 17th Floor.

2.30 p.m.— Meeting of Tariff Printers' Society. Room G.

2.30 p.m.— Meeting Open Shop Division, U.T.A. Pompeian Room.

2.30 p.m.— Meeting Closed Shop Division, U.T.A. Yellow Room.

2.30 p.m.— Conference of U.T.A. Secretaries, Local and District. Banquet Room.

7.30 p.m.— Educational Round Table, Auspices Committee on Education. Pompeian Room.

7.30 p.m.— Meeting of Tariff Printers' Society. Room G.

Wednesday, October 19

9.30 a.m.— Second open Session, U.T.A. Convention. New Ball Room, 17th Floor.

1.00 p.m.— Luncheon Meeting, Employing Printers of America. Yellow Room.

2.30 p.m.— Meeting Law Printers' Association. Room G.

2.30 p.m.— Meeting Advertising Typographers Association. Pompeian Room.

2.30 p.m.— Meeting Printing Trade Secretary-Manager Association. Banquet Room.

(Continued on page 30)

A Survey of the Strike Situation

Reports From Some of the Principal Canadian Cities

The Bulletin issued by the Montreal Employing Printers, under date of October 4th, embodies the following general information:—

Report from 102 cities in Canada and United States as at May 1st. 1921 and as at September 15th, 1921.

These figures do not show New York City, Boston, Chicago or Cincinnati. New York and Chicago had no strike.

Boston shops were popularly considered to be open shops prior to May 1st.

Cincinnati strike commenced only September 1st.

The 102 cities surveyed produce 83 per cent of the printing done in those centers under open shop conditions.

Total open and non-union shops Sept. 15	2695
Total open and non-union shops prior to May 1st	1468
Total Gain for open shops	1227
Total employees in open shops Sept. 15th.	35,406
Total employees in open shops May 1st.	19,443
Total Gain in open shop employees	15,963
Total Union men, all departments, May 1st.	28,892
Total Union men all departments, Sept. 15th.	7,404
Total LOSS of Union positions	21,488

The Typographical Union claims to have 29,570 compositors at work in 44 hour shops. They also claim a total membership of 73,643. Even if both their claims are correct, it still leaves a balance of 44,073 compositors at work in shops of 48 hours or more.

Now comes the New York situation: Headquarters of the Typographical Union at Indianapolis insist that the local arbitrate, the reason given being the financial condition of the Union and the present state of unemployment.

If Mr. McParland, President of the Typographical Union, can keep the New York compositors out of the ranks of the unemployed why should he not have done the same thing for the Montreal compositors on July 1st, last?

WINNIPEG

There are in Winnipeg some 67 shops in the commercial printing field, including three private plants.

Of these 16 have conceded the 44 hour week and are now working on that basis. These shops asked the Council of Industry of Manitoba to adjudicate a wage scale for them and the award was 90c an hour for the coming year. This award does not in any way apply to the remaining shops.

The 51 remaining shops are working 48 hours per week and running on the "Open Shop" principle. They employ about 75 per cent of the labor in the printing industry of Winnipeg (commercial printing).

The Open shops are rapidly re-organizing their plants and have adopted a minimum scale of 75c per hour. Competent men are paid what they are worth, but the above is the minimum scale.

The dispute in the local printing industry was heard by the Council of Industry for the Province of Manitoba and during the hearing the Employing Printers offered to arbitrate all three points in dispute, namely, hours, wages, jurisdiction and control. This offer was refused by the unions and they stated through their representatives that they were willing to arbitrate wages only. Feeling that it was useless to make further offers the majority of the employers declared for the Open Shop, 48 hours.

On September 23rd the Bookbinders officially declared the strike off. The Pressmen and Compositors are still out officially, although a large number of pressmen are back at work on a 48 hour basis.

The Open Shop employers have organized a limited company known as The Typesetting Instructors Ltd. to equip and operate a training school for Linotype and Monotype Operators. This school will be in operation about the middle of October, all arrangements having been completed. The company is incorporated for $50,000, and the equipment at the start will consist of Linotypes, Intertypes, Monotype Keyboards and Casters, later Hand Composition will likely be added.

HAMILTON

Conditions in Hamilton are very satisfactory. After offering the printing trades unions every opportunity to come to an amicable agreement, and having these offers rejected, the "Employing Printers of Hamilton" declared the open shop on May 1st of this year.

The twenty concerns involved, representing eighty-five per cent of the printing of the city, are now fully manned on the forty-eight hour open shop basis, from which position they emphatically declare they will not recede.

Generally business is reported as being very good with prospects of a large turnover this winter.

MONTREAL

Since the 1st of July the Montreal Printers reorganized their businesses and are now running on a most successful Open Shop plan. Benefits, insurance, sickness and pensions to the employees are being worked out, which will give these employees equal if not superior benefits to what they would receiv if they belonged to the International Typographical Union.

Since July 1st. the International Typographical Union has tried to link up the Montreal Employing Printers with an agreement that the union made with a small portion of the printers in the United States, called the "Closed Shop Division of the U.T.A.". This agreement indicates that on May 1st. of this year the 44 hour week would become effective.

Dealing with this point, W. W. Southam, manager Montreal Typothetae, writes: "If they have in mind that the Montreal Employing Printers were a party to this agreement, (I might say that the Montreal Employing Printers in this respect advise you that they were never at any time approached, nor were they a party to this agreement) we do not understand why the International Arbitration Agreement made between the same Bodies, which became effective August 1st, 1917, and would continue until December 31st, 1926, was not made to operate. This International Arbitration Agreement covers any dispute on hours, wages and conditions. Nevertheless, the officers of the International Typographical Union advise the Montreal Employing Printers that they could not possibly arbitrate. In the face, therefore, of the arbitration agreement and their statement that they could not arbitrate, it is quite evident that the International Typographical Union felt that they could force the issue by a strike.

"They have now found that they were wrong in their judgment in this respect, and we believe at the present time that they are hopelessly beaten in their strike."

A great number of employees have seen the injustice of the action of the International Typographical Union, and since the 1st. July another Union has sprung into being called the "Catholic Syndicate." This has made great progress. They organized on the Open Shop principle.

Compositors working in 55 Montreal shops:—

On June 30th.	356
On Sept. 9th.	269
On Sept. 22nd.	274
On Oct. 3rd.	285

All the Unions in the Printing Industry went out on strike on June 1st.

In July the book-binders gave up their fight, and sought individually for positions. Many found their old positions filled.

The pressmen and pressfeeders are still on strike but there is not a vacant position in the city.

The compositors also are still out, but there are not more than a dozen vacant positions.

The strike is being conducted against twenty-three shops.

The whole staff in the Government Printing Bureau, however, was not disturbed and are still working the long week. The consequence is that Dominion Government employees

(Continued on page 30)

U. T. A. Convened in Toronto 29 Years Ago

The men who were leaders in thought and action in printing affairs of the "Queen City" at that time are shown in the group above. The photograph from which the engraving was reduced is in possession of Miller & Richard, Toronto, and may be seen along with the Miller & Richard exhibit at the King Edward Hotel.

There was probably no more active branch of the United Typothetae of America in the early nineties than the Toronto Employing Printers' Association. The fact that the United Typothetae selected Toronto as the place of meeting in 1892 during a period when labor difficulties and a number of other momentous problems were confronting the employing printers of America seems to present evidence of this truth. And at that time a Toronto man was the United Typothetae president, the late W. A. Shepard who appears in the group above. Conceding that the Toronto branch of the Typothetae was a highly active organization in those days, a glance at the men shown in the picture undoubtedly implies the reason why. A few of these stalwarts are still with us, but the majority have passed to the great beyond.

The first four men in the top row of the group are still prominent in Toronto business circles. W. H. Apted, S. Frank Wilson, W. F. McLean, M.P., and Daniel A. Rose. Referring to the centre row, these men have all shuffled off the mortal coil with but one exception, E. E. Sheppard, who is now enjoying life in the vicinity of Los Angeles, California. Of the bottom row only two have succumbed to the ravages of time. Daniel Rose and James Murray, but A. F. Rutter is the only one of these who is still actively engaged in business in Toronto; C. Blackett Robinson and H. Bruce Brough are said to be included among those honorable old-timers of the printing profession who have taken up their abode in the United States. C. Blackett Robinson, it may be mentioned, was president of the Toronto Employing Printers' Association at the time of the convention.

The United Typothetae convention in Toronto, August 15 to 19, 1892, attracted no small public attention. Some idea of the importance attached to it may be gleaned from the fact that the Toronto "Globe" in its reports of the meetings printed from one to three columns of matter each day under the most prominent style of heading employed by this paper at that time In those hand-set days only events of outstanding importance received more than two or three sticks of stype, and hot indeed was the story that claimed a heading with four decks, such as was accorded the reports of the convention of 1892.

The year of the convention witnessed the birth of this paper, and it may be interesting to note that W. H. Apted, appearing in the group above, printed the paper for the present publishers.

The 1892 September issue of Printer and Publisher contained a comprehensive report of the convention. In commenting upon the arrival of the delegates it said:

"On Monday, the fifteenth, they began to come. There were delegates from the sunny, balmy regions on the Pacific, from flowery Florida, from agricultural Dakota, and from busy, buzzing New York. Smart, bright, rapid business men they were, these employing printers. They dropped on to this city in small swarms and proceeded to size the place up. They looked, and said nothing but what was pleasant. The reception committee were busy on Monday until away into the night and, led by R. L. Patterson, they saw that no delegate was lacking in any comfort.

About eleven o'clock on Monday, the Executive Committee met, with Amos Pettibone in the chair, those present were: Messrs. Waddey, Richmond, Va., secretary; T.L. DeVinne, New York, W.H. Woodward, St. Louis; C.S. Moorehouse, New Haven; W.S. Fish, Indianapolis; A.M. Geesaman, Minneapolis, and W.A. Shepard, Toronto."

Some notable remarks were made by the president of the Typothetae, W.A. Shepard, in delivering his official report to the convention on this occasion. His observations respecting

the United Typothetae of America, its aims and what it stands for, we understand hold good today. Some of the president's remarks on this occasion make particularly interesting reading at this time.

"It is strange what absurd ideas some of our employees and some journalists have of the objects of this association. There is a prevalent opinion that the United Typothetae of America was organized to oppose any effort our employees might make to increase their rate of wages or shorten the hours of labor. And it is said by writers in some of the papers that the United Typothetae of America and the International Typographical Union are standing like bulldogs, waiting and watching for the first overt act to pounce upon each other. The employee who entertains such an absurd opinion, and the writer who utters such arrant nonsense, have entirely mistaken the objects of this association and the attitude we bear towards our workmen.

"While our object is mutual protection, and while we purpose to control and manage our own business, it is self-evident that we are not only desirous, but it is to our interest to cultivate the kindliest feelings towards our employees, and to do all we can to advance their interest. We can have no quarrel with our workmen because they try to improve their social condition, or to increase their rate of wage, or to shorten the hours of labor. It is their right, and so long as they do not attempt to impose upon us conditions and terms which our business will not allow us to accept—nor try to fix a hard and fast wage for good and bad—nor attempt to interfere with the details of the management, which of right belongs to ourselves, there can be no valid objection to their combinations."

A Prophecy Made in 1749

(Continued from Page 27)

6.30 p.m.— Annual Banquet, Secretary Managers Association, Banquet Room.

7.30 p.m.— Meeting Law Printers' Association, Room G.

7.30 p.m.— Meeting Advertising Typographers Assn., Yellow Room.

7.30 p.m.— Educational Round Table. Pompeian Room.

Thursday, October 20

9.30 a.m.— Executive Session U.T.A. Convention, followed immediately by Final Open Session. New Ball Room, 17th Floor.

9.30 a.m.— Meeting Secretary-Managers Association. Banquet Room.

7.30 p.m.— Opening Session of International Trade Composition Ass'n. Yellow Room.

7.30 p.m.— Meeting of the New Executive Committee. Banquet Room.

Friday, October 21

9.30 a.m.— Second Session of International Trade Composition Association. Yellow Room.

An arrangement that will be appreciated by all attending the Convention is the service of consultants to the printing industry. They will be *your* Educational Counsel; *your* Advertising Counsel; *your* Cost and Statistical Counsel; *your* Labor Statistics Counsel; *your* Specialized Work Counsel; *your* Secretarial Counsel; *your* Technical Counsel. Arrangements have been made for private offices in which you may meet the directors of the departments of U.T.A. International Headquarters and discuss with them freely the problems which you meet in your local association and in your business. Here you will receive expert counsel by specialists, if you desire it, without charge.

Annual Meeting Associated Business Papers

The annual meeting of Associated Business Papers, Inc. will be held in Chicago, October 24, 25, and 26. The addresses and discussions deal with the vital problems of the publishing industry, and are handled by men who are thoroughly competent to deal with the various subjects. The sessions are strictly business.

Survey of the Strike Situation

(Continued from Page 28)

are exempt from the Law and are contributing to the support of the strike. The servants of the country are assisting in carrying on a strike against the people of the country.

Business is a little below the average—and the twenty-three shops are holding firm for the 48-hour week.

TORONTO

On June 1st the Compositors, Pressmen and Bookbinders of Toronto went on strike for increased wages and shorter hours. The demand of the Compositors was for forty-four hours and $44.00 per week. Sixty-one Compositors, one hundred and thirty-eight Pressmen and two hundred and twenty-two bindery help remained at work. This number gradually increased with the employers filling the places of the strikers with non-union help. The figures obtained in a survey on June 26th showed two hundred and thirty-seven Compositors, three hundred and fifty-one Pressroom, eight hundred and forty in the bindery.

About the middle of June the employing printers declared Open Shop and started to man their plants in earnest. From then until the present date the number of Compositors has been steadily increasing until now there are five hundred and seventy Compositors, Apprentices, and Students in the Open Shops of Toronto. The Pressmen and Bookbinders declared the strike over around the first of July and are now working under Open Shop conditions.

Some union Compositors have broken away from the union, turning in their cards. Married men of the Typographical Union now on strike are receiving $22.00 per week strike pay, and single men $17.00 per week.

The School of Printing was established by the members of the Toronto Typothetae at 102 Adelaide St. W. Five Monotype Keyboards, four monotype casters, five linotypes, and one intertype machine were installed. In the hand composition department there is accommodation for thirty hand composition students working half time. Over sixty students have enrolled and some have already completed their course and are turning out good work in their respective plants. The public co-operated in every way and supported the firms who refused to grant the union demand, which meant a large increase to the cost of printing. As far as the typographical union are concerned, it looks as though the strike will drag on indefinitely with more men returning to work as the cold weather comes on. The employing printers are still standing firm and some plants are able to take care of all the work offered.

The recent survey shows that all shops are operating at about 65 per cent of normal capacity. About 140 plants are working 48 hours and this number handles about 85 per cent of the total printing output in Toronto.

The 44-hour Question--An Explanation

IN ONE of their recent bulletins the strike committee of Typographical Union, No. 91, (Toronto), quoted an extract from the Canadian Printer and Publisher of June, 1919, which stated that the 44-hour week would automatically come into force in 1921, and they claim this is proof that such an agreement was made. We frankly admit that such statement was made in this journal and that in omitting to quote the source of our information we technically made ourselves responsible for its accuracy. It is only right therefore that we should explain how the statement came to be made. The paragraph in which it occurred was taken fromthe Toronto "Globe;" its accuracy was not questioned at the time and our editor who dealt with the matter did not think it necessary to confirm it by submitting it to the employers' committee. Had this been done, as it undoubtedly should have been in accordance with our usual editorial practice, we should have been informed that no agreement was entered into with Local No. 91 in connection with a 44-hour week etc., and we should not now be compelled to admit the inaccuracy of our information. The statement which appears on another page of this issue and which has been sworn to on oath by the members of the committee effectually disposes of the contention that the publication by us of the paragraph referred to is a proof that there was such an agreement.

Toronto Typothetae School of Printing

To overcome the labor shortage arising out of the strike of Toronto printers the Toronto Typothetae established a school of printing. The school is regarded as a distinct success. It is constantly enlarging and increasing its membership, and in all particulars fulfilling its purpose under the guidance of J. L. Pepper, principal in charge.

Courses of Instruction Include

I. Hand composition, make-up, stonework, and proof-reading.
II. Linotype operating, including the mechanism of both Linotype and Intertype machines and practical type-setting.
III. Monotype keyboard.
IV. Monotype caster.

According to a circular just issued the school has a complete and modern equipment and aims to give in the shortest possible time a thorough and scientific training.

The school is not a commercial proposition. It aims at giving instruction at cost.

Employing Printers have subscribed the capital investment for the initial expenses and stand as guarantors against loss. The fees are calculated to cover the cost of operation only and are lower than those charged by similar institutions elsewhere. Apprentices employed in city shops may spend half time in the school. The object of the promoters is to meet a crisis in the printing industry and to adjust conditions which threaten its stability and prosperity.

Service to both Employee and Employer

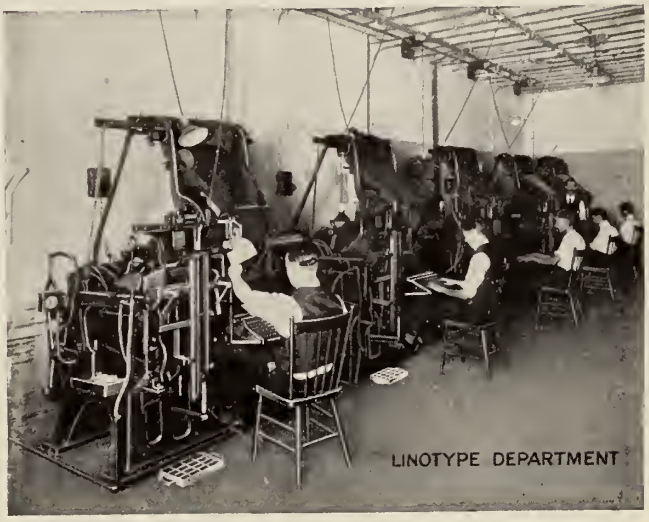
Under the direction and management of men who are vitally interested in the well-being of the industry, who know the technique of the work and the demands upon the intelligence and skill of the worker, as well as the needs of and problems of the employer, the School offers practical service to both employee and employer and meets the needs of both. It seeks to supplant the old hap-hazard ways of working with modern and accurate methods and to inspire the learner with a conception of the dignity of his craft.

To the student the school offers an opportunity for acquiring a knowledge of and experience in the noblest of all industries —an industry essential to all education and upon which all other industries depend in a large measure for success.

Printing offers intelligent and educated young men and women a splendid life occupation full of interest. Few industries offer better remuneration or afford greater opportunity for rapid advancement. The demand for skilled foremen, superintendents and managers at good salaries is constant.

School of Opportunities

To the employer the school is invaluable. It affords an opportunity which, if taken advantage of promptly, will solve many a harassing difficulty. It provides an agency whereby he may train the members of his own staff, and secure scientifically trained workmen loyal to the best ideals and policies. It goes without saying that to such men wages must be paid high as the industry can afford, and opportunities given for advancement to positions of responsibility.


LINOTYPE DEPARTMENT

MONOTYPE DEPARTMENT
KEYBOARD AND CASTER

HAND COMPOSITION DEPARTMENT

The Four Little Devils

The article appearing in the September issue of "The Canadian Printer and Publisher," under the above caption, has occasioned considerable comment. One salesman said that there was a devil for every day of the six working days—the two others being "You did well yesterday, take today easy," and "No use calling there, never had any luck there anyway." It is probable that a regular army of devils could easily be called up. But our business is to beat them to it every time. The Canada Metal Co, Limited, at their convention last year, illustrated the four little devils. This caused great comment, as President Harris told the effective story of their efforts to thwart the salesman's efforts. "But," he said, "the four little devils that used to whisper to The Canada Metal salesman were killed years ago."

A job printing salesman told us the other day: "I used plenty of gas and the devils were 'silenced.'" That's going some. But an ink salesman said: "I just canned them."

Short Course In Journalism

First Venture In This Field At University of Toronto A Complete Success

AT THE request of the Canadian Weekly Newspapers Association, the University of Toronto arranged, early last spring, a short course in journalism to be held from September 12th to 17th. This was done as an experiment, as a "feeler," to ascertain what demand exists in this country for instruction in the science and the art of conducting a newspaper. Though designed primarily for the publishers of weekly newspapers in Ontario the course was open, as are all the Provincial University's extension courses, to the general public. The fee for registration was $2.00 and there were no other fees. Arrangements were made to provide meals and lodging in the University residences.

The Origin of the Course

Perhaps it might be said here, by way of digression, that the idea of providing university instruction in journalism originated some years ago in the Canadian Press Association and was at that time favorably received both by the publishers and by the University of Toronto. But, mainly on account of the distractions incident to the war, nothing definite could at that time be done.

Another reason for the inauguration of this course at this time was that the Department of University Extension of the Provincial University, having been re-organized a year ago, had adopted a policy of extension service which would bring the advantages of higher education to all the people of Ontario who might wish to avail themselves of it. To furnish a short course in journalism was quite in accord with such a policy and the suggestion that came from the Canadian Weekly Newspapers Association was therefore, most cordially received.

In framing the course the fundamental idea was to provide a stimulus to editorial writing and to give instruction of strictly university grade in other allied subjects. Accordingly the subjects and the instructors were as follows: Editorial Writing by Mr. J.E. Atkinson, President of the Toronto *Star* and Mr. J. C. Ross, M.A., Editor of the *Farmer's Sun*; Newsgathering by Mr. John R. Bone, M.A., Managing Editor of the Toronto *Star*; English Literature and Composition, by Professor W. J. Alexander; Canadian Constitutional History by Professor G.M. Wrong; Newspaper Jurisprudence by Mr. A.R. Clute, M.A., L.L.B.; Public Health and Hygiene, by Dr. J.G. Fitzgerald, Dr. G.D. Porter, and Dr. J.J. Middleton.

An Encouraging Attendance

The attendance was 128, more than double what had been anticipated, and was thoroughly representative of the publishing interests of the Province of Ontario. Those who attended were enthusiastic in their praise of the whole course and of the magnificent work done by the instructors. A very striking feature was the fact that the university subjects, the non-technical subjects, were just as popular as the subjects that had a more direct bearing on actual newspaper work.

The University of Toronto authorities were just as greatly delighted with the results of this course as were those who took the lectures. The experiment showed that there is a demand for this type of instruction and such a demand the University is anxious to supply. There is no doubt that, if the publishers wish it, this course will be a permanent annual feature of the University's activities. And there should certainly develop from it, perhaps not immediately but when funds for university education are more plentiful, a chair in journalism in the Provincial University, then, probably still later, a school of journalism such as those conducted at Columbia University, at Cornell, and at some thirty-seven other universities in the United States.

Course Favored by University

Though it may be argued that the true journalist is "born and not made," the same might be said of the artist, the teacher, perhaps even of the physician, the lawyer, and the clergyman, all of whom require a good deal of training. Hence, training in journalism must be just as important as is preparation for any other profession—and, indeed, the greater the amount of training the higher the status of any profession. For this reason the University of Toronto is prepared to go as far as its finances will permit in providing whatever may be deemed necessary for the advancement of the profession of journalism.

W. J. DUNLOP
Director of Extension, University of Toronto

Press of Ontario Well Represented

The short course in journalism at the Toronto University by no means appealed to men of the press alone. It proved very attractive to the opposite sex, too. A glance over the list of names bears this out. They are given here in the order in which they are recorded upon the University register. The names of the individuals, the publications and the towns or cities in which the latter are published follows:

A. E. Dobbie, Advertiser-Topic, Petrolea; A. R. Alloway, Reformer, Oshawa ; F. A. Davis, Central Canadian, Carleton Place; Miss J. M. Flatt, Reporter, Galt; Harry J. Shore, Citizen, Port Colborne; Malcolm McBeth, Sun, Milverton; Miss Alice Ramage, Review, Durham; Peter Ramage, Review, Durham; Miss Grace Wright, Confederate and Representative, Forest; I. H. Keefer, Register, Norwood; Miss B. G. Ferguson, Spectator, Hamilton; Geo. W. James, Canadian Statesman, Bowmanville; John Martin, Massey-Harris Weekly, Toronto; V. E. Veary, Monetary Times, Toronto; E. H. Brennan, Niagara Advance, Niagara-on-the-Lake; Robert A. Giles, Watchman, Lachute; D. Robinson, Massey Harris Weekly, Toronto; A. E. Calnan, Gazette, Picton; C. B. Monteith, Express, Aylmer; D. MacInnes, Canadian Tire and Accessories Journal, Toronto; B. C. Culley, MacLean Publishing Co. Limited, Toronto; Miss Mona E. Clark, MacLean Publishing Co. Limited, Toronto; J. L. Wyckoff, MacLean Publishing Co. Limited, Toronto; Miss Gladys Jay, Examiner, Peterboro; A. H. Munday, Telegram, Toronto; F. G. Marshall, Examiner, Peterboro; S. H. Pearse, Sun-Times, Owen Sound; Miss Frances Graham, Sun-Times, Owen Sound; H. J. Jerome, Times, Rothwell; L. R. Wright, Canadian Woodworker, Toronto; J. P. Russell, Hugh C. MacLean Publishing Co. Limited, Toronto; J. M. Southcott, Times, Exeter; Miss Mabel Clark, News-Record, Clinton; Miss Laura E. Allan, B.A., Wilson Rural List, Toronto; Mrs. Isa M. Byers, Farmer's Sun, Toronto; Mrs. Lydia M. Parsons,

Womens' Century, Toronto; Joseph H. Fisher, Telegram, Toronto; Miss Hattie Maclin, Expositor, Brantford; Mrs. H. J. Jerome, Times, Bothwell; Robt K. Stocks, Globe, Toronto; Mrs. W.T. Hallam, Canadian Churchman, Wycliffe College; Mrs. Mary M. Dean, Women's Century, Toronto; Miss Marion Dallas, Farm and Dairy, Toronto; Miss E. J. Graham, Canadian Home Journal, Toronto; Andrew D. Maclean, Hugh C. MacLean Publishing Co. Limited, Toronto; H. A. Nicholson, MacLean Publishing Co. Limited, Toronto.

It is noticeable that the foregoing names are representatives of the press of Ontario with but one exception, the exception being, Robt. A. Giles, of the Watchman, Lachute, Que.

Short Course for Each Province

This does not imply that the course was rigidly exclusive. According to the planbeing fostered by the Canadian Weekly Newspapers Association a short course in Journalism is to be conducted in all the provinces of the Dominion by all provincial universities. So far the University of Toronto and the University of Manitoba have alone carried the venture through.

Of course, the foregoing names do not represent the full attendance at the University of Toronto Short Course in Journalism. The balance of the 128 persons who attended were "free lance" writers and others who were desirous of learning something of journalism with the object of entering the field.

The lectures were delivered by men who are regarded as outstanding authorities on the subjects which they treated and one could readily appreciate the interest shown by the remarks of praise heard on all sides at the conclusion of the lectures each of which occupied an hour's time.

The lectures dealing with the practical side of Journalism, so to speak, should prove of exceptional value to journalists throughout Canada, and Printer and Publisher aims to give a verbatim report of these lectures from time to time as space permits. The first lecture delivered by John R. Bone, M.A., appears in this issue under the title "What is News?"

Presentation to Mr. Dunlop

As a token of appreciation of the indefatigable efforts of Mr. W. J. Dunlop, director of the University of Toronto Extension Courses, to make the Short Course in Journalism a success, the members of the C.W.N.A. and others who attended the lectures, presented Mr. Dunlop with two fine leather travelling bags. The presentation was made during the course of a tea tendered to the students by the University, Friday afternoon.

Christmas Money for Printers

Last year, during the months preceding the Christmas holidays, a number of employing printers earned substantial sums of money by the plan of selling greeting cards and boxed writing paper to their regular customers. It was not necessary to go outside the office for the orders. Attractive displays of the greeting cards and the boxed writing paper were arranged in the office, and the orders came as a natural result.

Samples of die-stamped greeting cards, illuminated in colors, may be had from the larger trade engravers. These cards usually come in sets, or in assorted lots, and the printer can purchase them from the trade engravers at wholesale prices. Buyers of the cards ordinarily order sets of 25, 50, 75, 100, etc., and have them imprinted with their names. The names can be printed from appropriate typefaces like Engravers' Roman, Black Old English, and Engravers' Text. Business firms sometimes place orders for greeting cards ranging from 300 to 2,000 copies.

The boxed writing paper comes in many different kinds and tints, and is packed with envelopes to match the paper in neat-looking paper boxes. The printer can buy this product from any of the manufacturers of fine writing paper at trade rates, and he can easily sell the paper at retail prices to his customers. Many business men will buy several boxes of fine writing paper to present to relatives and friends as Christmas gifts. In fact, the average business firm dealing with a printer will be interested in looking over a line of fine boxed stationery.

Any progressive printer can sell greeting cards and writing paper to personal friends and patrons, and now is the time to show samples and take the orders.—R. F. Salade in "The American Printer."

$130.00 Worth For $52.00

The "Cabri Clarion," (Sask.) forwards to us under date of Sept. 14th a letter received from the J. H. Cross Co., Philadelphia which we reproduce here:—

Advertising

Members American Association of Advertising Agencies

J·H·CROSS·CO·
214 South 12th Street
PHILADELPHIA

Members National Outdoor Advg. Bureau Audit Bureau of Circulations

September 9, 1921.

Clarion,

Cabri, Sask.

Gentlemen:- "Health Food"

There is a possibility of our being able to secure the above business for you if you will let us hear from you at once as to the acceptability of the following conditions and prices:-

SPACE AND TIME 10 inches 52 times

POSITION — Wholly alongside of pure reading on one side and either at top of column or first following and next reading on a Good News Page.

PRICE — For this service, if finally ordered by us, we could pay you. $52.00 subject to a commission of 25% and 2% for prompt payment.

COPY — Matter will be entirely electro-typed and no trouble to handle.

It is of great impertance that we bave your decision relative to tbe acceptability of our offer by return mail. Please therefore, do not fail to reply at once using the enclosed addressed envelope. This is important.

Very truly yours,

J. H. CROSS COMPANY.

WAB-M

The above speaks for itself and needs very little comment, if any, by The Canadian Printer and Publisher. The agency usually looks for "co-operation" from the local publisher and when the business in hand is based on a fair and equitable rate basis it is the least that the publisher can do. But to offer $52.00 for $130.00 worth of publicity is the most glaring piece of gall that has come to our notice for some time. Here is the reply that Mr. Pennie sent to the J. H. Cross Co:—

"Gentlemen:—Our rate card, a copy of which you have on "file, reads 25 cents per inch, and we allow 25 p.c. commission "to agents. Such a request as you have just made deserves "to receive publicity which would make your institution "the laughing stock of every sane newspaper man and res-"ponsible advertising agency. We have not the slightest "doubt, however, but what your offer will be received with "open arms by a few of our erring brothers. We consider that "Clarion space is too valuable to hand out freely. When we "get our paper stock for nothing, and machine operators are "willing to work in our office simply for the love of putting in "their time, we may then be in a position to consider such offers "as yours. Yours to an erring ally.

THE CABRI CLARION
per. J. Pennie."

How did other Canadian papers reply to this same proposition? It is hoped indeed that very "few" received the offer with "open arms." Canadian publishers having a sound publicity proposition to sell will we believe maintain a fair price for their service. Stick to your rates.

Bookbinders' Convention in Toronto

The Employing Bookbinders of America are meeting in Toronto, Oct. 17th to 19th, at Hotel Mossop. There are to be splendid addresses by Col. Daniel B. Shepp, of the Murphy-Parker Company, Philadelphia; John E. Burke, Esq. of Burke & Gregory, Inc., Norfolk, Va.; George K. Bird, Esq. of the Plimpton Press, Norwood, Mass.; A. Cahen, Esq. of the Commercial Bookbinding Company, Cleveland, Ohio; John C. Burkhardt, Esq. of the Burkhardt Company, Detroit, Mich.; John Clyde Oswald, Esq. of "The American Printer," New York; Edward W. Palmer, Esq. of J. F. Tapley Company, New York, etc.

What Is News?

Giving the Public What It Wants— News Which is Not New is Not News —The Elements of News Explained

By JOHN R. BONE, M.A., Managing Editor, Toronto Daily Star

I PROPOSE to devote the first of these talks on news gathering to a discussion of the question "What is News?" Perhaps as a preliminary it might be profitable to point out some classes of matter which are not news.

First, news, which is not new, is not news. That is the implication of the word itself. At least, to be news it must be new to the person who is going to read it. It is this fact which makes news perhaps the most perishable product, that is put on the market. There is hardly any other commodity that will not stay fresh a week or at least a day, but news where daily papers circulate becomes stale within twelve hours. What is news in the morning ceases to be news in the afternoon, and having in mind the slogan which one of our newspapers has adopted to its own use, it ought also to be pointed out, that what is news in the afternoon, ceases to be news the next morning, so that it is quite as appropriate, though not more appropriate, to exhort the public to read it in the afternoon when it is news, as it is to tell it to read it in the morning when it is news.

This situation makes news gathering one of the most exacting and nerve-straining occupations.

There are, of course, many compensations, but it is just as well for those entering the business to view the disadvantages as well as the advantages. The struggle to secure and print news when it is news demands keenness and alertness such as is demanded by few other occupations. Each day, or as often as the newspaper is printed, there is a fresh race to be run, and when your newspaper and that of your competitor's come off the presses, the product of each is laid before the public to be criticized, compared, the result of the day's effort estimated, honors awarded and blame apportioned. In no other business is there any such continuous competition. The effective news gatherer, who expects to achieve the alloted span of life, must therefore combine with the mental keenness and alertness which goes with a highly developed nervous system, a physical capacity and a philosophic temperament which will enable him to forget temporary failures while profiting by the disappointments. There is one factor which if kept in mind will assist the development of the necessary philosophical attitude of mind. It is this! Each day is a fresh day. The effect of yesterday's failures do not need to extend beyond yesterday if only today and tomorrow are made days of success.

Opinion is not News

Another thing that is not news is opinion. There is probably no more frequent fault with a beginner in reporting, than to confuse facts with opinions and there is no circumstance which more often raises the sarcastic comment of the editor, or, one might add, which raises his sarcasm to such dizzy heights, as attempts by the youngest and greenest reporter to get his opinions into print. A reporter, who, sent out to gets the facts about a fire, or some other ordinary occurrence comes back with a column of his own immature reflections on the event, will be brought up with a very sharp turn indeed. Frequently, opinion and general observations are written by the young reporter to fill up space because he has failed to get the facts. On other occasions he is impelled to editorialize because his mind is full of ideas. If the latter is the case, it is a factor of promise for the future, but none the less must he go through the hard school of finding out how to get his facts and of how to write them without comment.

So much for things that are not news.

Now what is news.

News is sometimes defined as the thing that is unusual. It is illustrated this way! If you are walking down the street and see a dog bite a man on the leg it may not be news, because dogs often bite men on the legs. But if you saw a man bite a dog on the leg, it would certainly be an unusual event, and, therefore, news.

I have no quarrel with that definition, but I prefer another which is quite as simple, is more comprehensive, and is perhaps easier to apply. The definition I would recommend is this News is the report of another event your reader is interested in.

This supplies a test which if intelligently applied will give an answer as to whether any particular item is worth considering for newspaper publication or not.

One often hears the remark made in critical tone that newspapers give the public what it wants. Of course they do. The newspaper which does not give the public what it wants soon finds its way to the graveyard. And for a newspaper to be told that it does give the public what it wants must be taken as a compliment rather than a criticism.

There must, of course, be discrimination. The question is what public is to be served? There is probably in every community an element with more or less depraved tastes. There are in most individuals some tastes, that are higher than others possessed by the same individual. Human nature, whether in the individual or in the mass, is a curious mixture of good and evil. For a newspaper to give the public what it wants, does not mean that it must pander to the lower element in its field, or to the lower tastes of human nature. That way lies disaster as surely as any other way, but it is happily true of all our Canadian communities, I think without exception, that the great body of taste and aspiration is wholesome and sound. There is probably nowhere in the world such a lively curiosity about all sorts of topics, such a thirst for wholesome knowledge, as there is on this continent. It is this circumstance, which at least partially accounts for the great success of the press here, for the fact that there is in Canada and in the United States, such a great number of successful newspapers, not merely in the large centers but all over the two countries. The newspaper must not make the mistake of catering to a taste which is below the average of its community. Neither need it adopt a holier-than-thou attitude but if it errs at all it should be in the direction of appealing to the higher average of its public rather than the lower.

Dangerous Ground

But when newspaper writers are told in this connection that instead of "pandering to the masses," as it is called, instead of giving the public what it wants, it should give the public what it ought to know, an approach is made to dangerous ground.

In the first place who is to be the judge as to what the public ought to know? If you will ask the critics who offer such advice they will probably outline as many different subjects as there are critics. They may have one common characteristic in being all uninteresting, furnishing material which the critics themselves would not read, if printed. The subjects may sound impressive, the information may be accurate. It may be couched in language to which no one could take exception but if it does not interest the reader, the reader will never read it. He will quickly cease buying the paper and the paper will die.

In news gathering it is an excellent plan for the reporter to ask himself about any particular event, or item of information. Whether he himself finds it interesting? In order that this may be an accurate test, it is necessary that he himself should be in tune with his surroundings. He should have a broad outlook and share in the tastes of his community. He should have a heart full of sympathy for his fellows, and the human touch which places him instinctively in sympathy with the people he is in everyday association with, their aspirations and problems. If he is a crank he is not likely to have these qualifications, if he is dull or not interested in the organizations and activities which his fellow men and women are interested in, he will fail in newspaper writing. But if he has these necessary human and sympathetic qualifications and asks himself "am I interested in this particular fact?" he is on pretty safe ground. If the answer is in the affirmative his readers are

JOHN R. BONE, M. A.

Who gave "What is News?" at the Short Course in Journalism at the University of Toronto.

also going to be interested, and the item in question is news. If he cannot answer the question in the affirmative, the item may still be news to some of his readers. This will happen if his interests and activities are limited, and it therefore follows that the wider his interests and activities are, the sounder will be his judgment as to what is interesting, and therefore what has news appeal.

The "Nose for News"

It is this instinctive judgment, which tells a writer what is interesting, and where it may be found, that is known as the "nose for news." It is almost a gift. Without it a newspaper writer is lost. With it he is valuable. Indeed there are instances of men whose education was such that they could scarcely construct a sentence grammatically, who were exceedingly valuable reporters because of their instinctive nose for news.

The interest of the reader is the supreme test of news value. There is a slang phrase which almost perfectly conveys the idea. You have heard it said that such and such a thing is nothing to write home about. If it is nothing to write home about it is not news. If it is something to write home about it probably is news.

The idea that a newspaper article is a letter home is a very valuable one for the newspaper writer to keep in mind. For the letter relation is the relation which the successful newspaper writer in practice, actually establishes with his readers. No greater mistake can be made by a reporter than to become obsessed with the notion when he is writing an article for publication, that he is writing for a vast audience of two thousand, five thousand, one hundred thousand readers. If he gets this idea he emulates the orator speaking from a public platform with a great throng outstretched before him. He seeks to rise to the occasion and become impressive. Many newspaper writers who are not by any means green, inexperienced reporters make this error. If you read even our Canadian newspapers carefully, you will find frequently, articles which read as though they were being addressed to an audience by an orator seeking to be impressive. They are based on a primary misunderstanding of the relations of writer and reader. The newspaper writer is not writing for an audience of one hundred thousand persons or even of one hundred persons. He is writing for a single individual, who picks up the newspaper in the evening or the morning, and reads the paper with just as much isolation and privacy as he would read a letter from his closest friend. If the newspaper reader alone with his newspaper, is talked at from its pages as though he were a vast audience, the situation is going to appeal to him as being only grotesque. But if the writer keeps in mind, the idea of an interesting letter home, he will have an excellent gauge to assist him, both in the selection of topics, and in the writing of his article. I have known letters home to provide excellent copy, and letters from the same writer, when he knew they might be published become stiff, stilted, and much less interesting. It is the intimate personal relationship with the reader that should be cultivated and fostered.

It will be obvious from the definition we have adopted of what news is, that there need never be any dearth of news for any newspaper published anywhere. How do you fill the paper every day? or, now that the war is over, or the election is over, what are you going to get to fill up your columns? are questions frequently asked every newspaper worker. To the newspaper worker himself, such questions afford no problem. He may have anxiety as to the quality of the matter that will be available, but he need never have any as to the quantity. For, in every community, there is every day a myriad of events that have an interest, that is to say a news value, to at least some part of the community. The problem immediately becomes one of selection. In every newspaper office the ever recurring question is not what shall we put in, but what shall we leave out?

How are we to discriminate? If we have five hundred items and have space in the paper for only fifty, how are we going to select these fifty! Are there any standards, any rules of general application we can apply, must we trust always to chance, or to the state of the editor's or reporter's digestion on any particular day?

Not an Exact Science

Newspaper making is by no means an exact science and never will be an exact science. One might formulate rules sufficiently numerous to fill many text books and the reporter who familiarized himself with all of them, might find arising tomorrow morning some situation which was not covered by any of them. One successful newspaper may be built up on one set of rules, and another on what seems to be an entirely different set. Nevertheless, an attempt may be made to outline two or three general principles in determination of news values, which seem to be sound, and which ought to prove of assistance in determining what news may effectively be printed, and what may be omitted.

It will be apparent from the definition we are working under, that a great number of items and articles, which are classed as news, will have a news value to only a small number of persons. Discrimination must be used here. Such discrimination will not be so necessary in a small community, where every one knows practically every one else, and nearly every local event has an interest to the whole community. A newspaper in such a centre makes no mistake in publishing all the local happenings it can get into the paper.

In larger centres, or in cases where the newspaper circulates over a wide area, items which are obviously of interest only to small groups of readers, must be looked at askance. They are as a fact being regarded more critically all the time. As a community grows in population, or as a newspaper widens its range of circulation, the application of the test that every item shall interest all readers, or at least as large a proportion of them as is possible, will exclude an increasing number of items. And this test is being applied more and more rigidly. Sometimes an exception may be made to the rule that an item, must have a general interest to all readers. It is in the case of an item which is of supreme importance in the lives of a group of persons even if that group is comparatively small. What is meant will be more readily understood when it is pointed out that births, marriages and deaths are in this class, and may be taken as typical of it. These events are epoch marking occur-

rences in the lives of the persons directly affected. Nothing more important or having a greater bearing on their welfare and happiness is likely to occur. They therefore naturally expect their newspaper to record the event, even if it occurs in a community of which only a small fraction could have any possible interest in it. That is why you will see even in metropolitan papers extensive obituary and marriage columns in the news pages, even where the facts recorded are often of purely parochial interest. Births, however, have disappeared from the news columns excepting in very small communities. Fortunately however, the advertising columns are still open for the recording of these interesting occurrences.

Now if items as a rule must have a general interest to all readers, what standards can be applied to test whether they have such general interest. As a matter of fact there is doubt whether any news article is of interest to every reader. Even during the war there were some persons who failed to take interest in the war news and probably, at least after the first few months, read none of the war cables.

Two Main Elements of News

But there are two elements in life which are of very wide and of almost universal interest. These may be described as the element of Contest and the element of Romance. If you examine the articles in any metropolitan newspaper, you may be surprised to discover what a large proportion of them contain either one or the other, or both of these elements.

The element of contest enters into nearly all human relations. We are living under the law of the "survival of the fittest," and whether we like it or not this law dominates the conditions under which we live, and is a determining factor in our lives. It may be because of this fact, that all of us take such a keen interest in any form of rivalry. Certain it is, that there is perhaps no class of news item more sure of exciting general interest, than one which describes a contest. The recent war was of course the greatest news item in modern history. It was a contest in supreme form, a contest in which most of the human race took sides, and struggled until a knockout had been registered. It was not only the greatest contest in human history, but it was one in which we were all more or less active participants, and in the outcome of which every man, woman and child was most intimately concerned. The latter facts added greatly to the poignancy of our interest and to the newspaper appeal of the war news, but, if it had been possible for us to have observed the struggle, from a neutral, detached position, it would have been still the greatest of modern news items. You may have observed statements of newspaper circulations extending over a period of years, in which certain years were marked with asterisks, the footnote explaining that these were war years. The increased number of newspaper readers indicated a stimulated newspaper appetite because of general interest in a spectacular human contest.

It is the element of contest which gives all sporting events their great interest to such a large proportion of the population. Many persons have marvelled at the interest that is always manifested in a world's championship prize fight. But here is another supreme form of contest. The attainment of physical prowess is one of the earliest instincts of the human race. Our ancestors undoubtedly struggled for physical supremacy long before they struggled for supremacy in Godliness, or in learning or, as is the modern fashion, in money-making. When two individuals profess to represent the highest form of development in physical strength and skill, and propose by contest to find out which of them is really supreme, the wonder would be, provided their professions are well founded, if the event did not arouse almost universal interest.

The great interest in baseball is due to the element of contest. And in baseball the idea has been commercialized with even greater satisfaction to baseball magnates than to newspapers. You know the system. Leagues, generally consisting of the arbitrary number of eight clubs each, are organized and a race to last all season is started among these clubs, to see which will win the greatest number of games. They play every day, each club playing in a season 100 to 200 games. If these were exhibition games the merry-go-round wouldn't last a week. But because it is a race, because the element of contest has been so highly organized and developed, we have the annually recurring spectacle which professional ball provides, and which is the greatest wonder in the sporting world. Interest in these base ball contests extends far beyond the thousands who actually attend the games. And newspapers in catering to this widespread interest caused by the element of contest, have been obliged to devote unusual space to this department of sport.

Far more spontaneous, and less open to question, is the interest in the contests provided by amateur sports, whether they be between clubs representing rival towns and organizations, or contests between individuals. Much of the most wholesome and entertaining newspaper copy printed is derived from such events.

The interest in election campaigns is very largely due, not to curiosity as to what policy will triumph though that in itself is a form of contest, but is as to which party will win. It is a race, a test of strength and skill and as such excites universal interest.

All sorts of meetings, of parliaments, legislatures, city councils, boards and committees, even church meetings, reports of which are a stock in trade of newspapers, are often very stodgy affairs, until the element of contest enters into them. There is a clash of opinion, an interchange of invective, and immediately the world sits up and takes notice. Discussion may have been on one of the most important subjects conceivable, and yet fail to rouse interest, but if one speaker says to another "You're a liar," every one becomes interested immediately, and wants to know what it is all about. It is the element of contest.

Interest in crime is often an interest in the contest between the outlaws who have placed themselves beyond the pale and the forces of law and order. Everyone familiar with newspaper circulation departments, has at some time or another expressed amazement at the way circulation will jump on the day that a murderer is hanged, even when the report of the hanging is confined to small space and unsensational features. It is probably not so much morbid curiosity that causes this sudden accession of news readers, as it is a desire to learn the outcome in the final chapter of the contest between the criminal and the law, in which the one contestant paid the forfeit with his life.

Much business news is a report of rivalry and contest between competing individuals or competing organizations.

All litigation which furnishes much copy for newspapers is a series of contest between conflicting forces.

[——This is the forepart of the first lecture delivered by John R. Bone, M.A., during the Short Course in Journalism at the University of Toronto, September 12 to 17. The concluding part of this lecture will appear in the November issue. Mr. Bone's second lecture, "How to Get News," will appear in the December issue.]

Something New in Rollers

A recent development in the printing industry which is interesting to every printer is a new roller. The Ault & Wiborg Co. of Canada, Limited, have arranged to manufacture, having secured the patent rights for Canada.

The new Rollers, which have been named the "Ideal," are made of Oil which is vulcanized on to the roller stocks under a chemical process.

It has always been a recognized fact that the rollers on a printing press are the weak point in the production of printing, being responsible for a large percentage of the lost time in operation of the press. It is claimed by the manufacturer that lost time due to roller trouble is entirely eliminated by the use of this new product. The rollers cannot melt, it is impossible to soften them in any way while in operation, they are not affected by weather conditions or climatic changes, and can be used the whole year around, being the same consistency exactly in the winter as in the summer.

Another feature noted is that they do not require re-setting, changing in diameter under any condition. Being made of oil, the rollers naturally have no affinity for moisture, and, therefore, do not change their size when there is increased humidity in the air, and, not absorbing moisture, they cannot give up any when the humidity becomes less. The rollers do not require seasoning but are ready for instant use when received. The average printer frequently loses valuable time in trying to run his machines with "green" rollers due to sudden changes of weather. The makers state that these rollers make it possible to change from copying inks to other colors without loss of time, because no ink will penetrate the material used in their manufacture.

How Direct Advertising Can Help the Printer

By Explained Its Benefits and Planning Campaigns Large Printing Orders Can Be Secured.

WHILE, of course, advertising is primarily the process of building business for the future, in every commercial line just at this time men are earnestly looking for an immediate benefit, too—results expressed in terms of sales.

Perhaps just as we have cycles of prosperity and adversity, we have concurrent advertising cycles of lazy methods and dynamic salesmanship.

And none can deny that salesmanship is an especially much needed business factor now, even though the volume of sales nationally has been reduced. But let's congratulate the commercial nation over the fact that the curve is beginning to rise.

Recent investigation among North American retailing channels has shown that ten conditions have occasioned our slowing up:

1. The obvious statement that the public is not spending so freely.
2. In spite of some statements that the public is stocked up with goods purchased during the "prosperity period", this is not actually a fact.
3. Unemployment and reduced wages are only local conditions. While some portions face appallingly low sales, others are recording a most gratifying volume.
4. The *fear* of unemployment and reduced wages, however, is general, and its influence is felt on the retailer's cash register.
5. Collections are more difficult.
6. 662-3 per cent of the local merchants notice delays in needed purchases because of a hope for price reductions.
7. Two-thirds of the public want lower prices. One-third asks better quality. There is unanimity, however, in the demand for "more for the money."
8. Price seems to be the first consideration, with quality second, but vital, as indicated by careful shopping around for values.
9. Raised standards of living are being maintained and the ratio of luxuries to necessities is still higher than before the War.
10. While lower prices are wanted, the public wants no abatement in service.

Our mental attitude toward buying, however, is a very real condition faced by every firm which has a product or a service to market. And the marketing process calls for a conception and a use for advertising which will actually *get the business—now.*

None can deny that the advertising which offers the greatest number of immediately recognizable benefits is that medium which should be called into most prominent use.

Direct Advertising is a logical answer to this problem.

Summarized, the manufacturer, the wholesaler, the retailer, the professional man, can find these ten primary advantages in Direct Advertising:

1. It creates closer relationships between maker or distributor, and user.
2. It retrieves customers who for real or fancied reasons may have discontinued their patronage.
3. It consolidates and emphasizes the organization so that personality, while an important selling factor, is not of primary importance in the organization's opportunity for sales.
4. It supplements and extends the efforts of traveling salesmen by maintaining contact between customer and house before and after the salesman's visit.
5. It provides a systematic prod to the buyer's memory favor, maintaining an uninterrupted relationship in spite of competitive effort.
6. By flexibility of physical form, it enables emphasis on one or many products or services which the seller wishes to offer.
7. If the business lays stress on a catalog as a part of its selling system, Direct Advertising will make that catalog more mutually useful and will cause it to live longer for reference purposes.
8. As a selective medium, it enables the advertiser to classify his buyer, to reach many or few, at the right season, or under most propitious local conditions.
9. It enables a business to reach into sparsely populated territory and at a cost of a few cents perform substantially the same selling service which would otherwise require expensive personal salesmanship.
10. Both by its immediate selling value and its accumulative results, Direct Advertising helps bridge dull periods by making up from responsive territories a volume of business which is lacking from other territories.

And that Direct Advertising may do all this, he who uses it need observe merely the three fundamentals of salesmanship:

Determination to work.

Sincerity of purpose.

Intimate knowledge of goods.

But, of course, the mechanics of working out these factors to a productive degree are important. And these mechanics might be summarized as—

1. Write the copy first and condense or expand it until it tells the tale tersely and convincingly.
2. Pick the points which can be made plainer by the use of illustrations.
3. Decide what kind of illustratons will be best—photographs, retouched photos, wash-drawings, or plain pen-and-ink sketches.
4. Select a type face for your text, based upon the kind of engravings to be used; avoid fine lines unless you are using well-coated stock. When in doubt as to size, use ten-point or larger.
5. Decide width of type line. Keep it short and use two or more columns if your pages are wide.
6. Order engravings of a width to accord with the type measurements so that it will not be necessary to set type in uneven measure around them unless the effect warrants the increased expense.

One of the high officials of Printerdom has this to say regarding closer co-operation between employers.

The message I should like to give to employing printers, is that there never was such a time when it was necessary to associate ourselves one with another in order that the decisions which we may arrive at may be just both to ourselves and to the people with whom we work. I think that we, as a trade should at least endeavor to put into practice some of the ideals that are essential to success in order that the activities of this world may be put straighter.

It is only by each one of us doing our share and trying to intelligently understand the problems by which we are faced, that this object will be attained.

Co-operation is more necessary to-day than ever before, the well-being of each, whether he be a large or small employer, is the well-being of all, and the broader our outlook and the greater the interest we take the sooner will the difficulties that face us be put on one side.

Unity, co-operation, organization—these have carried us well on the way to success and it is by these that we shall obtain peaceful and orderly settlements of all our difficultics.—National Printer Journalist.

7. Decide upon the shape of your printed piece, basing the width largely upon the need for large or small pictures; and the number of pages upon the estimated amount of type and engravings.
8. Select a paper stock from which the desired size will cut with minimum waste, surfaced according to the kind of engravings you are to use; coated tor half-tones; uncoated for etchings.
9. Have a dummy made from the selected stock and weigh it to make sure that there will be no excess postage.
10. Make out a definite schedule covering dates when copy for illustrations is to be turned over to engraver, when copy and cuts are to go to printer, when complete job is to be delivered and how and when it is to be distributed. Watch the schedule.

So many circumstances, too, surround the production of effective Direct Advertising. So much the more reason that the man who plans should seek out and hold fast to the man who co-operates. The advertiser has a vast potential source for assistance in the enterprising, progressive printer. For the printer, after all, is the man who is the most familiar with actions and reactions in respect to paper, ink, typography, and illustration as used as a component in the finished printed item.

For instance, it is known that the eye pauses only a fifth of a second over any given portion of reading matter. Complicated forms or lines which are too long for the size of type used create mental complications for the reader and the mind does not operate neutrally. It is for or against. If by the physical appearance of your message, an unpleasant first thought is aroused in the reader's mind, how seriously are impaired the chances of that item for attaining its selling purpose?

Someone has said recently that if you want favorable reaction, use color. Yes, just so that color is used to conform with the eye acceptance of the person who reads. For instance, if you were addressing a mailing piece to the average college girl, you would take cognizance of her preference, in this order—Blue, Green and Orange. A picture book or an advertising card to children would call for the colors of red, yellow, blue and green, in that order of importance. The adult, however, is more sedate in the color preferences and has been found to express greater favor for color in this order of importance: Blue, green, lavender, purple, violet.

Indeed, one great difficulty which has always confronted the preparation and use of Direct Advertising is the fact that it is an advertising medium of innumerable details—each one of which is extremely important and all of which must co-ordinate in a harmonized, attractive, influential unit.

But commercial history literally abounds with examples of Direct Advertising single units and ambitious campaigns which have paid royally in results because every detail incident to the preparation was given the consideration it merited.

A service firm which was able to make sales through its travelling representatives only after long and careful "missionary work," discovered that these calls were costing $20 to $25 each. Direct Advertising was devised to supplement the salesmen's efforts and with a series of booklets, three months after beginning the mailings, costs of calls had dropped 10 to 20 per cent, and at the end of a year calling cost was averaging less than $10 per call.

Just so its beginnings are carefully planned and conducted, Direct Advertising can be depended upon to develop an ending of most satisfactory proportions. At all times it is wholly under the control of the advertiser, and its confident, vigorous, convincing appeal can be made with all the vigor with which a personal salesman would prosecute his own campaign.

Stores in your neighborhood should send out attractive little folders as gift suggestions to their various customers. An idea for such folders nicely printed with a red and green holly cut and appropriate lettering will open up quite a line of special business.

Business changes are often made the first of the year. Announcements are in order. Watch for reports of such changes and be there with an idea for the announcement.

The Newspapers' Opportunity

The Newspapers throughout Canada have the opportunity of contributing in an effective way towards the maintaining of a real spirit of optimism and faith in Canada's trade future. A recent article in the Toronto "Globe" appeared under this heading:—

PROSPECTS ARE BRIGHT FOR REVIVAL IN TRADE DURING WINTER SEASON

Pessimists Will Be Exposed as False Prophets When Seasonable Buying Begins With Cooler Weather is View of Men With Finger on Business Pulse.

Then came the following pointed paragraph, based on interviews with men of business:—

"The opinions of men in close touch with the trend in wholesaling and retailing business in Ontario, as expressed to The Globe yesterday, indicate unmistakably that the 'blue ruin' pessimists are doomed to be proven false prophets this winter. There would seem to be no foundation for the popular expectation of a terrible winter. The volume of trade, which was quiet in August, showed a great increase in September. The coming of seasonable weather will give an impetus to already reviving trade that will go a long way toward starting an aggressive business revival."

Following this again, came excerpts from interviews with men who are in close touch with trade conditions, with such sentences as these:—

"The only things that stand in the way of a large increase in the volume of trade are the buying strikes of the retailers and the public."

"We are looking forward to a good fall business. The weather is an important factor in this. One or two cold snaps will greatly stimulate buying in woollens and similar articles."

"The determination of the public to curtail purchases to the limit could not continue much longer. 'One cannot wear one pair of boots or one suit forever,' was his expression on this point."

"We have noticed a decided improvement in September. The prospects are that as soon as seasonable weather comes business will be fairly good."

"As far as retail and wholesale trade are concerned," he said, "I feel sure things will be better than last year."

Interviews and editorials of this character published in the press will stimulate confidence on the part of both manufacturer, merchant and buyer. There is plenty of material in every town to provide for a good booster article every week in the local papers.

Then comes the opportunity to hit home hard in the interests of the fundamental feature of the Community's Success—Advertise. The "Globe" closes the article with a statement by Mr. W. C. Miller, secretary of the Retail Merchant's Association. What he infers of the manufacturers also applies to the local merchants.

"If ever there is a time when the manufacturers need to spend money to stimulate trade, it is in a time like the present," he said. "It is only a matter of education. If they conduct vigorous advertising campaigns the public will be interested and increase their purchases.

"The retailers buy the manufacturers' products. Included in the purchase price is an appropriation for advertising. If the manufacturer stops advertising because sales are slow, there is further stagnation, the goods stay on the retailers' shelves and orders are further cut," he concluded.

See your coal man. He needs more orders, or at least he will be glad to get them, and the best way is for him to send out a lot of warm printed matter.

Convention Strong on Newspaper Ideals

THE Twelfth Annual Convention of the Affiliated Advertising Clubs of America was held at the Royal Connaught Hotel, Hamilton, on Sept 30th and Oct 1st. Practically every Club in Canada and the United States was represented, and enjoyable indeed were the social hours (?) between sessions, when "old friends" of previous gatherings met again and swapped experiences. The program was one of special interest, and "up-to-the-minute" were the addresses. The exhibition of Canadian commercial art, lithography and printing was a revelation to our American friends, examples of the highest merit being shown.

Speakers who addressed the opening session of the convention, presided over by T. F. Kelly, President of the Hamilton Ad Club, all stressed the point that those merchants who had got back to normal, and were experiencing no depression, had done so because they had not decreased their advertising and had taken good care to advertise honestly, thus had they won back the confidence of the great buying public, that had justifiably become suspicious of inflated values.

Mayor Coppley, in extending a civic welcome to the 400 delegates said that the unbroken harmony which had existed between Canada and the United States could be made even stronger by the cultivation of mutual trade relations. "We want you to help us to break down those barriers. Let us both strive to effect a greater volume of friendly trade relations with one another," concluded the Mayor.

Frank Jewel Raymond of East Orange, N.J., whose subject was "Let's to Business," said indifference on the part of business men was responsible for much of what was wrong today. "Know-it-all-itis" was also a malady all too prevalent; he referred to it as being appendicitis of the mind, or the carbuncle of conceit. The reason for the buyers' strike. he would remind his hearers, was in reality due to exaggerated advertising. Too many merchants in their advertising were not actuated by a spirit of service to their customers, but were engrossed with but one thought—personal profits. If their mode of commercial reasoning could be reversed, they would find that their turnover would be far greater, and their profits would be just as gratifying.

Duty Will Win Back Confidence

The paramount duty of the retail merchant today, declared Alvin E. Dodd of the Department of Distribution of the American Chamber of Commerce was to win back the confidence of the buying public. But advertising, he emphasized, must be honest and convincing. The old bunk about cutting prices in half was not swallowed by the buying public any more, because they felt that such an advertiser had either been grossly profiteering before his sale or else was not to be depended upon. The progressive retailer who was successfully meeting present conditions was usually found to be a man who did not decrease his advertising in the mediums that gave direct results.

At the convention banquet a scientific analysis of advertising, as applied by the consumers' test was given by H.B. Lequatte President of the Churchill Hall Inc., New York city.

He cited how the United States navy had never been able to complete its quota of recruits since the civil war, until it resorted to advertising. It went to the young, prospective recruits and learned from them what were their chief reasons for wanting to enlist. The ruling of answers were: First, they wanted to see the world; second, they wanted to save money; and, third, they wanted to learn a trade.

Hitting the Dominant Idea

The theme to play, therefore, was "to see the world." It was the dominant note. The result was that nine months after the campaign was launched the navy's quota was completed for the first time in 60 years or more. The same thing could be applied to every article of merchandise.

Canadian Viewpoint

Col. J. B. MacLean, President of the MacLean Publishing Co., Toronto, said that the reason so many United States magazines which had started Canadian editions, had failed, was because they had not succeeded in getting the true Canadian viewpoint. He would remind the United States that Great Britain was its best and Canada its second best customer.

In a similar vein, Col. Chas R. McCullough pointed out that, with Canada's imports almost twice the amount of her exports to the United States, it was patent that the balance of trade was dead against Canada. The United States should, at least try to spend $2 with us for every $2 we spent with them.

To The Small Group

Lorne A. Eedy, Chairman of the Advertising Committee of the Canadian Weekly Newspaper Association, spoke on "Reaching the Smaller Community," in which he said that the merchant who neglected this field was missing his best opportunities. It was a valuable field that all should devote attention to, inasmuch as 60 per cent. of the populations of the United States and Canada was represented in the small fields.

F. R. Todd, Vice-President of the Deere & Company, Moline, Illinois declared that a solution of present conditions would be found in good goods nationally advertised; a sound connection with the consuming public, and consistent newspaper advertising which, he held, was the best medium of all.

Newspaper Value

William Findlay, Business Manager of The Toronto Globe, who spoke on the "Possibilities of Newspaper Advertising" said a good newspaper was the best advertising medium, because it built up its circulation, not by pandering to those who cried for the salacious or the sex appeal, but to those who wanted wholesome, world-wide news.

Some reasons why he felt that newspaper advertising appealed effectively were its flexibility of copy, the low cost to the advertiser, and the comprehensive circulation.

The Power of Pictures

A square inch of good picture is worth a yard of indifferent copy. A representative picture can tell more in a minute about a given subject than a ream of writing will in an hour. The power of the picture lies in the universality of its appeal. It attracts old and young, rich and poor, illiterate and erudite, civilized and savage. It knows no barrier of race or tongue. It requires no medium but sight. It presents something concrete in visible form. It requires no literal interpretation. It is as expressive as we like to make it. It holds as many forms as we care to give it. By passing it through the crystal of our imaginations, we can see each component part. No solid is so dense and no height is so great that they can say to our vision: "Thus far and no further!" The power of the picture is the swift power of visualization over the slow rounds of reasoning.

The written word requires to pass through seven psychological processes before it becomes our very own. The picture is a soul possession at a single glance. One rapid sweep of the eye embraces the whole subject. We laugh or weep; we thrill or become downcast in the twinkling of an eye, as we face a picture. The treatment of a picture sweeps the heart-strings with unseen fingers. Not so the written word. The great and unbridgeable difference is this: A picture is warm and intimate—words are cold and distant. Figures appeal; type leaves us indifferent. Who has ever felt a glow suffuse his being as he beheld a cold mass of printed matter as such? Who can withstand the magic lure of the artist's brush?

Take advertising, for instance, in such a medium as "MacLean's Magazine."

Tell all the merits of Somebody's Suits in columns of the most descriptive writing and it may never be read. Illustrate it with a drawing and the people will buy.

Printer & Publisher

Published on the Twelfth of Each Month.

H. D. TRESIDDER - - - Business Manager.
H. A. NICHOLSON - - - - - Editor.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $3 a year; United States, $3.50 a year; other countries, $4 a year. Single copies, 30 cents. Invariably in advance.

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Caution: Don't Get Excited

When your customer or prospective customer comes in and asks you to make a close figure and tells you he is going to get another estimate or two from your competitors, do not get excited and begin to "go up in the air," as they say on the street; just keep cheerful and make your figures just as carefully and on the same basis as if you did not know there was going to be any competition. Figure out your cost very carefully and add the usual profit, and make your quotation. Then turn to Mr. Buyer and ask him how much he is willing to sacrifice for a lower price; tell him of the service you are going to give him and the care of his copy, the style you are going to put into the job and the advertising value—for every piece of printing sent out by a mercantile or business house has an advertising value either for or against that house,—and knowing that you have only charged the right price and that your profit is a fair one you need not feel any considerable worry if he does place the order elsewhere. You know one of two things is going to happen—he is either going to get a less valuable job and lose in advertising value or even get a negative value, or the other printer is going to lose money in doing the work, and you can stand losing the work better than he can stand losing the money.

Then there is another point of view from which to look at this matter, and that is that your competitor is not wholly bad and may be only weak and easily influenced by the stronger will of the customer and needs education and a course of exercises to stiffen his backbone so that he will have the nerve to call you up and ask you whether the ridiculously low price that Mr. Buyer says you quoted was a mistake on your part or a fabrication on his. It usually is the latter.

When a buyer comes into your office and says that he has received your estimate for which he asked a few days ago, but wants to know if you have gone crazy or think he wants to buy the plant, do not get excited and say things that you will regret, nor knock your competitor, nor yet take the work at the price he is supposed to have named. Let your prospective customer wait while you look over your estimate and see if you have really made a mistake, and find out if you can just what your competitor has been bidding on and the character of stock he is going to use.

When you get excited you place yourself at the mercy of your customer and will find it hard to convince him that you are right, if he is playing fair, and are playing into his hands if he is trying to do you into taking a price as low as he can get you down to. The average business man respects the man who is willing to refigure when he has made a mistake, but who is firm as a rock when he knows he is right.

The right kind of a customer will go away with more faith in you and be more likely to come back if you remain absolutely calm and refrain from saying anything about your competitor, but save your breath to extol your own virtues and show him how you can improve his work if you do the job; and even though he does not give it to you, you stand a better chance of getting the next, and have helped to improve conditions in your market.

But "Printing Art" says:—remember your competitor is only a man and that no man can stand alone and make a market value for a product that is being produced by his competitors as well, but that standing together you can do anything that is founded on right and justice. Therefore, get in touch with your competitor and make common cause with him against the shopping buyer who distorts estimates and who gives misleading specifications, and you will be in a position where the caution not to get excited will not be needed.

I. T. U. President Spoke at Toronto

The Toronto printing trade is still faced with the strike. There is no prospect of either side giving way, or reaching a compromise over the matters in dispute, the most important of which is the question of the forty-four hour week. On the one hand, the employers are going ahead with the work they have in hand and are successfully improving their plans for the operation of their plants under conditions more to their liking than those to which the strikers will agree. On the other hand, the strikers utterly scout the idea that they may soon be forced to give up the struggle by reason of lack of funds. New heart, if they needed it, was probably put into them by the speech made recently in the Toronto Labour Temple by Mr. John McParland, the President of the International Typographical Union, who was passing through the city and stopped off to address the striking printers and their wives. Mr. McParland told them that "the International Typographical Union can carry on the fight for the forty-four hour week indefinitely." He said that of the 40,000 members of the union employed in the commercial printing branch 31,000 were now enjoying a forty-four hour week and 8,000 men in the United States and Canada were on strike for the same principle. On the subject of the Union's ability to continue the payment of strike pay to this big total of men, he said that the total contributions to the defence fund amounted to one million dollars per month, while, the disbursements to striking printers totalled only $800,000 per month. Thus a large surplus at the rate of $200,000 a month, was being accumulated, he added, and the union was consequently able to carry on the struggle as long as the employers wished to hold out. So there the matter stands—a very pretty example of an irresistible force meeting an immovable body!

Montreal Printers Advertise

In order to stimulate the buying of printing and to demonstrate that the strike does not affect the production of the work, the Montreal Employing Printers have commenced a three months' publicity campaign, chiefly covering the city of Montreal. The group that are putting this campaign across represent the engravers, paper houses, paper jobbers and job printing houses. Each week an attractive and effective message will be mailed out. We believe that a huge volume of trade is ready for movement and printers can with assurance get right after this business. Many of the plants are back to normal and if the buyers of printing will take action and show confidence in the situation, instead of listening to all kinds of strike talk, they will be doing a real service to the trade at the present time. As the Hamilton Advertisers Convention slogan read: "Let's to Business."

A Proofroom Page

There has been evident of late throughout Canada a desire on the part of publishers and authors for the use of better English in Canadian literature. With a view to furthering any movement having this laudable aim in view "The Canadian Printer & Publisher" will, commencing with the November issue, institute a proof-room page in which questions of orthography and such like will be discussed and queries answered. If you are in doubt on any point write us, addressing your letter to the Proofroom Editor and we will answer any queries received.

Let's Get Down to Business

SUMMER, with its dog-days, its vacations, its distractions, is over. We have had our holidays, our rest, our recreation. The Fall season, with its new opportunities for effort, enterprise and achievement, is upon us. Let us rip off our coats and get down to business. We may have allowed pessimism to grip us during the stagnant months of Summer. We may even have allowed laziness to enter our blood and our bones. It is now up to us to throw off both lassitude and pessimism. The time has come for action, for aggressiveness, for enterprise, for courage, for daring. Strong men make opportunities. Strong men do not supinely submit to conditions; they mold them. The business roadway has been cleared of almost all the weeds and rocks and swamp; begotten by the fatal war boom. The way is now open for a vigorous forward march. Let us cease looking backwards, let us cease bemoaning the hardships and the distress of the recent past. Let us look forward and let us go forward with confident unhesitating tread. Better times are within our reach if we will but reach out intelligently towards attaining them.—*Forbes.*

NEW MODES
SPIC, SPAN, NEW, WINSOMELY CHIC, YET REASONABLY PRICED.
Any shopping tour nowdays will prove a zestful affair, if in its cycle it includes the purchase of a new FROCK, SUIT or COAT. For the Fall displays are replete with a beauty and style far removed from anything commonplace, yet prices have a practical trend.
DISTINCTIVE AUTUMN
COATS
FOR WOMEN AND MISSES
Featuring the season's smartest plain and fur-trimmed models in a variety of new tones.
Women's and Misses' COATS for Autumn are fashioned of Duvet de Line, Bolivia, Velour, Polo Cloth and Tweed, in plain tailored or fur-trimmed and embroidered effects
WIDE COLOR RANGE
To the ever popular Navy and Black are added Moley (medium Brown), Zanzibar (dark brown), Tank (dark grey), Smoke and Tweed mixtures. Opossum, Nutria, and Squirrel are used for trimming.
Priced ..... $20.00 up
SUITS
seem bent on pleasing everyone—for styles are so varied. The women who wants a conservative, tailored modal will find it, while beautiful styles are developed in pile fabrics, richly fur trimmed, with decided tendencies toward wide sleeves, irregular hems and wide panels
Priced $42.00 up
CHOICE WILL BE EASY—FALL FROCKS ARE SO SATISFYING
Completely satisfying are the NEW FROCKS. There are so many to choose from that selection is bound to prove an easy matter. Materials used in developing new frocks —
—Satin Charmeuse
—Tricolette
—Chiffon Taffeta
—Canton Crepe
—French Serge
—Tricotine
—Gaberdine
—Para Twill
Prices begin at $10.00
John Laidlaw & Son, Limited

A Very Neat Display

This advertisement was selected from the columns of the Daily British Whig, Kingston, Ontario. It represents the work of a careful student of typography. Neatness and strength are features of its effectiveness.

While we consider it a well-built advertisement there are one or two points in its construction which may not meet with the approval of all typographical critics, such as the prominence of the ornamentation seen at the top and bottom of the introductory matter. Some typographers would have set this portion to a narrower measure, also inserted an initial letter and filled out the space in proportion to the rest of the advertisement. However, this is a matter of taste. It may be pointed out that the ornaments and style of set-up give the whole display a desirable uniqueness. The matter of the introduction it will be noticed has been set rather close to the panel enclosing the cut, the object, no doubt, being to present the appearance of a unit.

Since the heading, "New Modes," was set in Cheltenham Bold Condensed it might have been better to have used Cheltenham Bold in the case of "Coats" and "Suits" and the firm name, as a matter of uniformity. This would then have made the prices and other headings conform in tone, which is so often the secret of a well displayed advertisement. Of course, it is recognized that this is an appeal to women in which a rather refined effect is desired. Cheltenham Light such as is used here, in "Coats" and "Suits" is then quite an appropriate type to use.

The panels are nicely set off. By bringing the two center panels close together a monotony of margins has been avoided. The border design contributes to a considerable extent to the pleasing appearance of the display; the defects apparent here were caused during the process of making a zinc cut reproduction and were not seen in the original.

This advertisement was submitted for criticism. Printer and Publisher would like to secure more good examples. There is often more to be gained through a constructure criticism of a comparatively good set-up than an obviously poor one.

Showing the Public How It Is Done

There appears to be something mysterious and interesting from the general public's standpoint of view concerning the several operations necessary in the issuing of a daily newspaper. So that when a newspaper of any prominence opens its doors for public inspection, a "packed house" can usually be depended upon.

Such a venture gains the confidence of the people. It affords good publicity for the paper—provided the newspaper attempting it has something worth while to show.

The Daily Record, of Kitchener, Ontario, extended an invitation to its readers and the general public to visit their offices and plant between the hours of 7.30 and 9.30 o'clock on September 30th and reports the idea a huge success. The visitors were provided with programs containing a description of the many processes necessary to issuing a modern newspaper, which no doubt helped them to readily understand the routine of the business, editorial and mechanical departments.

A glance at the program makes it plain that the Daily Record is well equipped mechanically. There is linotype and monotype equipment, a stereotyping plant and a Hoe press and all the accessories of an up-to-date plant.

The Daily Record, in making note of the occasion, in part, had the following to say:

"On the first occasion when the plant was thrown open on Friday March 18 over 100 people signed the register. Last night the response was even more hearty for nearly 1500 took advantage of the invitation of the management and for over two hours there was a steady stream of interested spectators. The visitors followed the making of a daily paper from beginning to end and to many the process was a revelation.

Explained Operation

Throughout the various departments members of the Record staff explained to the public the various operations necessary to the composition and publication of a newspaper. The linotypes, the forms, the mats, the big roller, the Miller saw, the monotypes, the stereotyping department and the big Hoe press were all visited by the interested throng. For a time the crowds were so thick around the linotypes that it was almost impossible for the operators to work.

Great Crowd

"The names of the visitors are recorded on the visitors' register which was signed by the majority of those passing through the establishment.

"Those who saw how things are done in the various departments will pick up their paper with increased zest, feeling that they are better acquainted with the Record. This is just what the Record wanted and if last night's affair results in greater understanding between the Record and its thousands of readers the purpose of the invitation will be fulfilled."

The Proof Reader of To-day and Yesterday

One of the Three Chief Factors in the Construction of Works of Literature

By JOHN DRIMMY

In turning over the pages of a journal of some twenty years ago the writer recently came across the copy of a paper read before a Boston literary club in which the following sentence occurred:—

"In preparing a work for the press, the author, the compositor, and the proof reader are the three factors that enter into its construction."

It is doubtful whether the proof reader of the present day would, as a general rule, be allotted so important a position as this. It will probably not be disputed that his status has of late years somewhat changed. The cause of this change may perhaps be traced to the success of the Typographical Union in bringing the proof-room under their jurisdiction.

It is not intended to cast any reflection on those conscientious and painstaking readers who change over to the proof room from the floor of the composing room, and who as far as punctuation, spelling, and typography go are fully competent, but a proof-reader, if he is to measure up to what was expected from him in days gone by, can scarcely acquire from the floor of the composing room. the necessary knowledge and learning which such a standard demands. He will be more apt than would his prototype of yore to leave unquestioned the accuracy of any statement made by an editor or author, whose authority from his position in the composing room he has come to regard as indisputable, and he is content more or less to follow copy as long as it contains no palpable errors.

Should be a Lover of Literature

"The true proof reader," to quote again from the paper to which reference is made above, "should not only be a practical printer, but he should be a lover of literature, familiar with the classics of all languages, with the results accomplished by science, and indeed with every subject that concerns his fellow men."

This is placing the standard of requirement fairly high, but not too high if the proof reader is to be appreciated and valued as he should be.

An author's copy frequently leaves much to be desired, he often uses abbreviations, his capitalization is frequently incorrect, his punctuation inaccurate, often his sentences are incomplete, and his spelling not in accordance with any standard dictionary. In addition to this his historical and biographical statements are frequently careless, his phrasing weak, and where the copy is not type-written his chirography is frequently bad. Under such circumstances the true proof reader is the author's guardian angel. A man of much patience, well versed in the art of deciphering manuscripts and supplying all their deficiencies, his wide knowledge stands him in good stead.

With the present-day tendency to insist on type-written MS the same difficulties do not arise on account of illegible handwriting as in the past; such, for instance, as the copy furnished to the printer which resulted in making the title "Pilgrim's Progress" to appear in cold type as "Religious Rogues," or that which made a Massachusetts clergyman address a court of magistrates "not as magistrates, but as Indian Devils." instead of "as individuals."

Must do More than "Follow Copy"

Faulty punctuation, however, and the other points mentioned are always with us, while typists make frequent mistakes in transcribing their shorthand or dictaphone notes, and for these the proof reader is always on the watch. He is not content to follow copy unless he knows that copy is correct and that what it says is accurate.

Follow copy is of course a simple and good rule. It should not however be taken in its literal sense but should be understood to mean "the intention of copy", not the literal error that will creep into the best copy whether MS or typewritten. Following copy "even though it go through the window" would soon land the proof reader into trouble.

Many intelligent persons regard the duty of the proof reader as consisting in simply following his copy and in securing the proper spelling of words. If this, however, were the sum of his accomplishments, many an author would come to grief. On one occasion an author, quoting the expression, "God tempers the wind to the shorn lamb," attributed it to the Bible; but the proof reader queried the authority and wrote in the margin, "Sterne," which was gratefully accepted.

A Knowledge of Languages Helps

A first-class proof reader, too, will have some knowledge of foreign languages. A German professor, who prided himself on his knowledge not only of the classics, but of modern languages, translated the New Testament expression "the spirit indeed is willing, but the flesh is weak" into "The ghost indeed is willing, but the meat is bad."

A gentleman who was in Venice when the news of an American victory arrived, and who could not make out the Italian account very well, took the paper to a certain professor who speaks almost perfect English and asked him to translate it. The professor did so in excellent style until he came near the end, when, with a little hesitation he read, "And the band played *'The Flag with the Stars on it*" and *"It will be very warm in the City this Evening*". It was about a minute before the gentleman recognized the proper title of the last piece, "There'll be a hot Time in the old Town to-night." In many such cases the proof reader has given proof of his versatile genius, for without his aid, innumerable errors would have occurred.

Punctuation Methods Frequently in Dispute

There is perhaps no subject on which there is a greater difference among men of learning than that of punctuation. In fact scarcely any two persons agree on the same method. This is to some extent caused by the difference between rhetorical and grammatical punctuation.

As an illustration of this difference take the expression, "No, sir." The grammatical reading is "No, O sir," whereas the rhetorical reading is, "No sir"? Many writers endeavor to punctuate their writing as if they were speaking the words instead of writing them, in the same way that a poor preacher will read out his sermon just as it is written without any attempt at emphasis. Both are equally wrong. The art of true punctuation is of course founded on grammar, its aim being to assist the reader to arrive at the true meaning of the sentence.

Many writers and proof readers also are unacquainted with the difference between the exclamations O and OH. The former should be used only in case of invocation, as "O Lord."—the latter in cases of emotion, as, "Oh that I had the wings of a dove."

Another error frequently made is in the misuse of the article "a" before the word "historical". We can say, "A history of, etc., for the accent is on the first syllable; but in the expression. "An historical," the accent being on the second syllable, good taste and euphony demand the article "an".

The Misplaced Comma

A misplaced comma or period will frequently change the meaning of a sentence to something entirely different. During the recent war the editor of a morning paper wrote an article and headed it. "The Canadians won a victory that was remarkable." To his surprise he found that the printer made it read. "The Canadians won a victory. That was remarkable."The infuriated editor told his foreman that he must be a pro-German.

Here is another instance:

Caesar entered on his head, his helmet on his feet, sandals in his hands, his trusty sword in his eye, an angry glare.

This, of course, should read:

Caesar entered. On his head his helmet, on his feet sandals, in his hands his trusty sword, in his eye an angry glare.

And again:

Every lady in this land
Hath twenty nails upon each hand;
Five and twenty on hands and feet.
And this is true without deceit.

Correctly punctuated, the meaning is clear:

"Every lady in this land
"Hath twenty nails; upon each hand
"Five; and twenty on hands and feet.
"And this is true without deceit."

When two nouns are jointly used, the first serving as a qualifying adjective to the second, a hyphen should be inserted between them. Writers and printers frequently omit the hyphen in such cases, causing an unnecessary obscurity to the reader; thus, "Colonel Baden-Powell, when in West Africa, fell in love with a native saying, 'Softly, softly; catcheemonkey.' ". The meaning of this pleasantry is not clear until the hyphen between the two words, native-saying, is supplied.

A reason often given by writers for the use of an incorrect phrase is that it is generally used. The plea of "good usage" is not sufficient justification for any literary practice in itself incorrect or vulgar.

Let us then appreciate the proof-reader who would free our work from such blemishes and let us endeavor to do four things which to him are all-important; namely, let our hand writing be readable, our spelling correct, our punctuation faultless, and our orthography and rhetoric beyond criticism.

As will be seen from an announcement elsewhere in this issue, starting with the month of November *Printer and Publisher* will devote a page in each issue to the discussion of proof-room matters and to replies to queries which are invited on any subject coming under that department.

Marking Country of Origin on Goods

By an amendment to the Customs Tariff Act passed at the last session of Parliament and effective January 1, 1922, "all goods imported into Canada, which are capable of being marked, stamped, branded or labelled without injury, shall be marked, stamped, branded or labelled in legible English or French words in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the Country of Origin." There is a further provision that all goods which do not comply with these requirements shall be subject to an additional duty of 10 per cent ad valorem, and they shall not be released from customs until the country of origin shall have been stamped on them under the supervision of the Customs officials and at the expense of the importer. This matter has been taken up with the Commissioner of Customs by the Canadian National Newspapers and Periodicals Association, in an effort to have cuts brought into Canada for advertising purposes exempt from this provision on the ground that they are not sold to the consumer, but that they are merely used in the production of other articles which are passed on to the consumer in the form of printed matter, etc. It is possible, however, that this exemption may not be secured, and in this event, it is suggested that sufficient copies of the new regulation be secured so that they may be sent to advertisers and advertising agents in the United States, Great Britain, or other countries from which cuts are likely to be sent.

New Postage Rates

On Oct. 1st, the rate of postage on letters to Great Britain and all other places within the Empire was made 4c for the first ounce, and 3c for each additional ounce, an increase of 1c an ounce in each case. The new rate on post cards to countries other than Canada, Great Britain, and all other places within the Empire, United States, and Mexico is 6c each, the old rate being 2c each. The new rate on printed matter to countries other than Canada, United States and Mexico is 2c for 2 ounces, the old rate being 1c for 2 ounces.

Pulp and Paper Exports for August

The special report issued on Sept. 21st by the Canadian Pulp and Paper Association, Montreal, shows that Canadian pulp and paper exports for August reached a total value of $9,395,391, a decline of $8,863,336 as compared with August, 1920, but an increase of $2,628,835 over the preceding month of July. They were the highest for any month of the current fiscal year and appear to confirm the view that the tide has definitely turned in an upward direction. The shrinkage under last year's figures is more apparent in values than in volume as the following statement shows:

		August 1920
Book paper	cwts. 5,594	$ 64,293
Newsprint	1419,028	7,301,605
Other paper		1,380,919
		$8,746,817

		August, 1921
Book paper	cwts. 964	$ 11,349
Newsprint	1,306,429	6,015,305
Other paper		223,683
		$6,250,337

A comparison of pulp exports for the two months shows:

		August 1920
Sulphate	267,418 cwts	$1,284,365
Bl. Sulphite	191,690 cwts.	1,598,001
Unbleached S.	574,343 cwts	3,820,278
Groundwood	816,081 cwts	2,809,266
	1,949,532	$9,511,910

		August, 1921
Sulphate	152,674 cwts	$ 587,664
Bl. sulphite	187,945 cwts.	834,445
Unbl. sulphite	144,518 cwts.	489,261
Groundwood	435,955 cwts	1,233,684
	1,849,532	$3,145,054

Countries of destination were: Paper, United Kingdom, $79,511; United States, $5,641,274; other countries, $529,552. Pulp, United Kingdom, $879,354; United States, $1,909,491; other countries $356,209. For the first 5 months of the current fiscal year the comparative figures are

	PAPER	PULP	TOTAL
1921	$27,604,901	$12,121,739	$39,716,640
1920	35,170,271	35,582,503	70,752,774
1919	22,531,667	12,883,748	35,415,415

Pulpwood to the amount of 87,379 cords, valued at $1,178,038 was shipped to the United States during August, compared with 133,464 cords, valued at $1,695,038, in August, 1920. During the 5 months' period the volume and value of pulpwood exported to the United States was as follows: 1921, 371,780 cords, valued at $4,882,365; 1920, 502,315 cords, valued at $5,756,464; 1919, 425,974 cords, valued at $4,205,118.

Wrapping Paper and Board Market

Increased demand and an upward trend in prices marked the wrapping paper and board market the last week of September, according to reports reaching the Canadian Pulp & Paper Association. The market for these commodities which has been more or less stationary for some months has become suddenly active. Paper stock from which boards are made and which was recently selling at so low a price that collectors refused to make their customary collections is now quoted at from $16 to $18 a ton and in brisk demand, both locally and for export. Canadian collectors are shipping part of their accumulations to the States and profiting by the increased price and the exchange premium. This is making a shortage of paper waste in Canada and indicates a higher price for boards. The improved tone in the market for these grades of paper is said to reflect the general tendency of the paper market.

Personal Element In the Printing Business

In looking through some clippings the other day, we noted an interesting paper, prepared by Wm. Edwin Rudge, and read at the Convention of the United Typothetae and Franklin Clubs of America, Los Angeles, in 1915. *The work done by a printing plant is but the expression of the thinking of its dominating executive. It advertises THAT man. The personality, of the plant, and that personality as it is expressed in printed matter, is his personality. The basis of Mr. Rudge's paper is as follows:—*

The personal element in the printing business is no mean element. It is either the spicy, popular, talented, long-lived stimulant that makes for success; or it can be unsavory enough to relegate one's business to the scrap heap.

But what is this personal element?

It is that component part of the individual character behind the business—the greatest attribute of all—and it is nothing less than personality.

The mere word "personality" is very general, and is often confused with the word "individuality," whereas there is an unmistakable difference in meaning.

Personality is that which characterizes a person. Individuality is that which particularizes a person.

Personality, therefore, can be favorable or unfavorable, popular or unpopular, agreeable or disagreeable, stable or unstable; and inasmuch as each and all are deeply concerned in building and retaining our business, it is certain that personality of a favorable and praiseworthy nature is essential to conspicuous and reputable business identity.

It is a safe assertion that in every city and town where printing establishments have an excuse for existence, there are a sufficient number already on hand to meet the apparent demand. This is also true of doctors, lawyers, retail stores, and the like.

Let me give you an example.

Suppose a new printer comes to town. What of his bread and butter, to say nothing of the sustenance of those who were there first? And what of the difference in the patronage which will eventually distribute itself between them?

Does it mean that the new printer to exist must, of necessity, be a parasite on the others? Does it mean that the assumed increased competition compels each and all to subjugate commendable personality to the reprehensible habit of price-cutting, substitution, and a resort to any means to bid for trade?

As a matter of fact, first and last, each printer has to stand or fall on the quality of his own personality which can be positively good or negatively poor; and according to the personality of the new printer *or any printer*—which, by the way, dominates his business,—so shall his strength be.

Any printer can buy presses, paper, and type and must needs hire men; hence in those regards the fundamental necessities of each shop are alike save in quality and numbers. (Of course I am granting that printing knowledge exists).

So that, given the same tools and the same grade of help, the difference between one business and another is the difference between the characterization of each—the difference, if you please, is the personality.

And in the printing business, which is a business of creations, a business allied with the arts, this matter of individual personality is of greater importance than in most any other line of business, because what you print represents no more, no less than exactly what it portrays to the human eye. Your business is an open book with no secret formulae, since you deal in effects; and the product either attracts or repulses, whether those who read and examine it are able to give the reasons for their likes or dislikes or not.

There is no such thing as printing art without the artist, and there is no starving competition between printers if art predominates, if imagination and good taste are displayed, if originality and a sense of the fitness of things bless the personality of the printer.

It is the man with a big personality who sees the undeveloped field and builds for himself a special trade.

To answer one of the opening questions in the case of the new man in a town—he may try to feed out of the same trough with those who were there before him to the temporary injury of all concerned and the hurt to the printing business in general or he may see the advantage of an undeveloped field and build for himself, by dint of strong personality, an independent line of trade without infringing upon the accrued welfare of those less progressive.

The foregoing simple description is but a sample of what can be done, and illustrates a state of affairs ever present among the old established printing plants.

Now, there are different kinds of good printers. Some specialize in expensive grades of work, some in cheaper work, and some are prepared to fill any kind of order. But whatever the case and whatever the job, personality of some sort must prevail to get the order at all and to give the business atmosphere.

Every job of whatever grade should be a personality job, as it carries with it a matter of importance to the buyer, as it supplies some need, and a need should never be neglected.

In the last analysis the favor we confer is not in the printed matter we sell, but rather in the benefit we bestow through the use of the printed matter. In other words, we sell a benefit if we are successful; and, as a matter of fact, the benefit is the only thing in which a purchaser is interested, and nothing but personality can properly and suitably deliver the goods.

Personality in the preferred sense, in the standardized sense, enables the printer to protect his profits, enables him to sell his goods on the basis of merit, enables him to sell his wares and not his money, enables him to maintain self-respect, and assures to him a trade-mark of dependability.

It all resolves itself into a special grade of work as well as it can be done, by injecting something into it besides just ink, type, paper, and words.

Personality can be strong, weak, queer, indifferent, winning, antagonistic, or just blank, but I need not emphasize here which kind is essential to good salesmanship.

The right kind of personality is in reality a talent, which may be natural or acquired, to meet existing circumstances, but it must be admirably well defined to be noticed and to be favorably remembered, otherwise it is not an asset.

Personality and the things it effects are numerous, for it not only manifests itself outside the shop, but in it, and it pays large dividends.

But who is going to admit any flaws in his personality, and who will not object to criticism thereof?

Who will not say that mine is mine and his is his and that nothing can be done to alter it?

Be that as it may. I am working no rules, but reciting what is evident to all. The difference in the success between A and B is no mystery. The fault is in the person or his work, and the latter is a reflection on the former.

Personality exhibits itself in every conscious act, and no one can discount the need of it if a growing, pleasurable, helpful, profitable business is the object of desire.

The only way the personality of the printing business as a whole can be bettered is by bettering the men in it.

For what's the use of being a slave to a business yielding inadequacy in everything, when, by standardizing personality the establishing of greater trust, confidence, popularity, ability, and patronage follow as the night the day?

There *is* personality in the printing business, and of a high order, but there can be more of it—more of the right kind, as it is the supreme quality which counts and makes work a pleasure.

Personality is the keystone in the arch of the magnificent achievements of the printing art today.

For Glue Trouble Try This

We have just received a recipe from one of the glue factories which they claim will keep glue from spoiling in hot weather. Copy of same is as follows:

"You most likely know that glue spoils quicker in hot weather than in cold weather and in order to prevent same we herewith give you a recipe which will work elegantly and make the glue work even better.

"For a mixture of 10 gallons of solution put in water when you soak the glue up, 1-2 ounce of carbolic acid, and then stir it in when it gets into the liquid form, so that the acid is stirred in. You will then have no more trouble."

Improving Appearance of the Country Paper

Plan the Make-up of Your Pages; Use Live Headings and Sub-Heads and Make Your Paper a Credit to the Community

By C. KERR STEWART

Indications of the growing interest of printers and publishers to raise the business to a higher standard are evidenced by the many articles published in the leading trade journals, the holding of conventions, and local organization in different sections of the country. The big printing and publishing houses and the country printer and publisher have been benefited in their respective fields by this educational work, and the object of this article is an endeavour to help along the good cause.

The country printer and publisher has, in the past few years taken a much greater interest in this line of work, and as a result the small town newspapers of Canada are today recognized as a potent factor in the life of the country.

While a great deal of attention is given to securing advertising, increasing subscription lists, the editorial page and other branches of the business, very little attention is paid by the majority of country publishers to the appearance of their papers. How many weekly newspaper men plan the make-up of their front page? There are many weeklies in which this page varies so little from week to week that it is hard to distinguish the current issue from one a month old. This, to my mind, is a big mistake, and one which can easily be remedied with little expenditure of either money, time or effort.

Planning a Front Page

While the country publisher is a very busy man, he can profitably give a few minutes to improving the appearance of his newspaper. The first page should carry no display advertising—this is recognized by the leading papers throughout the continent—and if you make it a rule and adhere to it you will have no difficulty in securing as much advertising as if you sold front page space. Reserve the front page for your best news stories, with headings written for the different articles in proportion to their importance. This will result in bringing the attention of your readers to the important news first. For instance, your town council may be dealing with some question in which every ratepayer is deeply interested. If you write a two or three column report of the meeting and put over it a ten-point heading "Town Council" do you think it will get the attention of the reader as quickly as a two-column head something like the following?

THE NEW COUNCIL VOTES $20,000 FOR PERMANENT STREET WORK

Many Ratepayers Attend The Monday Night Meeting—Public Manifesting More Than Usual Interest In Civic Affairs—Work Will Begin At Once

DEBENTURES WILL BE ISSUED AT EARLY DATE TO SUPPLY NECESSARY FUNDS

Put yourself in your subscribers' place for a few minutes, and you will realize that the latter heading has a force that compels your attention at once. You can also brighten up your article and make it more easily read by the use of subheads throughout, placing them so that the reader can easily pick out any particular portion in which he is interested.

Headings like the one above on leading news stories will brighten up your page and if properly balanced throughout will add to the attractiveness of your paper. Other articles of less importance can have single column headings, and a late piece of news can be featured in a box or border to emphasize its importance, when there is not time to get a lengthy report in type.

Does Not Require Much Time

This will probably seem like a lot of work and some publishers will say: "That is all right, but I haven't time to do it. My paper has been going all right for the past ten years and I don't believe a change would make much difference now." It is just that attitude, Mr. Publisher, that makes every issue of your paper look alike. Why not give the suggestion a trial for a few weeks and see if anybody notices it?

Suppose you go to press Thursday afternoon. You have practically all your "last side" matter set up with a catch line at the head of each article by Thursday morning. Take a piece of copy paper and make a rough layout of your front page, writing a catch line in the columns where different articles are to be placed. Then from your proofs write your headings to suit your layout and you will find that it does not take much of your time and when a copy of the issue comes to your desk you will have the satisfaction of seeing a much more attractive paper than usual, with very little additional effort. Of course it is up to you to select your heading type and plan the arrangement so that it will not appear stiff. The use of cuts of local people, new buildings, etc. will add greatly to the interest and appearance of your paper and each issue will have its news stories "played up" with attractive headings.

The inside pages should also be given a little thought and the pyramid style of make-up followed. This with some attention to uniformity and tone in the style of your advetisements will all help in making your newspaper more attractive.

Take a Pride in Your Paper

In closing there is just one more point I want to bring home to town newspaper publishers. Remember that a locality is judged in no small degree by its newspapers, not only by national advertisers but by investors as well, and it is up to you to see that your locality is creditably reflected in the style and class of paper you publish.

The pleasure derived from publishing a clean bright attractive newspaper is a great source of satisfaction to all lovers of "the game." Aim to make your newspaper a credit to yourself and your community.

Espanola Mills Busy

Reports from Sudbury say that four of the six paper-making machines at the Espanola mill of the Spanish Pulp and Paper Company have recommenced operations. It is expected that about 70 per cent, of the previous total force will now be employed. The situation at Espanola has been considerably relieved by this turn in events.

At this season of the year it is customary to lay off a considerable number of men owing to the closing down of the big slasher mill. Preference is being given to old hands and married men.

Paper Mill Workers' Wages

The award of the Board of Arbitration appointed in July last on the wage dispute between union paper mill workers and eleven newsprint manufacturing companies in Canada and the United States decided upon wage reductions of from 10 per cent for skilled workers to 25 per cent for common labour, reductions effective. August 22. *Bathurst, N. B.* Wages of pulp mill labourers (31) were reduced on July 15, from 28 cents to 20 cents per hour—*The "Labor Gazette" for Sept.*, 1921.

Striking Printers Pray For Success

"Striking printers of Local 91, I.T.U., prayed for success in their fight for the 44-hour week after their meeting in the Labor Temple yesterday morning. The suggestion was made by a member that by prayer the union might obtain the results, which it has so far failed to secure, and following the meeting in the Assembly Hall, a number of the strikers proceeded to one of the smaller rooms in the building for a prayer meeting. It was the first time a trade union turned to prayer in its fight with employers, and it is doubtful if such a scene was ever before witnessed in the Labor Temple."

The above item appeared in the Toronto *Globe*. This brings the question of prayer in relation to the problems of conduct. On this point it will be wise to draw somewhat careful distinctions. The issue before us is one relating to the right Christian attitude toward the rights of employers vs. the rights of employees, keeping in view what is best for the development of industry generally. Mental vision and training are necessary to clear vision—this is easy of attainment. The question of conduct in our present instance is a concrete case that can stand very careful and "prayerful" consideration. An immediate decision is required. A definite situation is presented, and very soon a definite line of action MUST be accepted. Under such conditions those who seek for Divine enlightenment by corporate prayer and thought may rightly look for a more immediate and decisive guidance. Matthews and Bisseker, in their splendid book "Fellowship in thought and Prayer" say:—

"That in cases like these, men and women, resolutely striving to learn God's Will for them in the spirit and with the earnestness which this method inculcates, should yet be left by Him without direction is, on the principles of Jesus, simply unthinkable. At this point, then, we venture to speak with uncompromising assurance. In dealing with problems of truth we have recognised frankly the gradual nature of God's revelation and, with equal frankness, the consequent limitations by which His guidance may be conditioned. But in the type of problem now before us those particular limitations appear to be less effectual. For, while the revelations of abstract truth are addressed primarily to man's intellectual faculties, which he cannot altogether command, the disclosure of a concrete duty is addressed primarily to his will, the control of which lies largely within his own power. Moreover, in these cases, as we have said, the situation is urgent. Specific action is called for. The Divine guidance, if it is to be given at all, must be given within a recognised period; and, having promised it to those who 'seek first the Kingdom,' God cannot deny His promise. The one serious limitation possible at this point would arise from the seekers' own failure to satisfy the conditions of guidance. Only let them be faithful to those, and the Divine direction must be a certainty.

"How, then, in such cases as these, may this Divine direction be identified! Let us return to the actual method of inquiry. The group of seekers have prayed together, and talked together in the spirit we have endeavoured to describe. To what sort of conclusion will their discussion lead them? Here, as in the search for abstract truth, there is more than one possibility.

"When everyone present is seeking the knowledge of God's will rather than a confirmation of his own preconceptions, the most pronounced differences of view will often disappear. Men who at first were far apart, will in the end be found of one mind and judgment, and that, not infrequently, one which at the outset none of their number had either reached or even conceived. In all such instances the resultant unanimity may be interpreted—and, as consequent developments have repeatedly proved, may rightly be interpreted—as affording the manifest guidance of God Himself.

"At other times this perfect concord will not be attained. Difficulties will be reduced, but not wholly banished. Despite the most sympathetic consideration of one another's views the convictions of different individuals may still remain opposed. In that case a remedy for the apparent deadlock should be sought in silent corporate prayer, experience proving that, after a brief interval spent in such fellowship, difficulties which before had seemed insuperable have again and again been known to fade away. When circumstances permit, the final decision might, if necessary, be postponed to a subsequent occasion. Many of us are backward pupils in God's school and require to give plenty of time to our task of discerning His way. An agreement which has long appeared impossible will often be reached in the end through unstinted patience and renewed endeavour. Should that happy result, whether sooner or later, ensue, this ultimate unanimity, like that which has reached more immediately, will definitely indicate the Divine direction.

"The possibility remains that the difficulties may none the less persist, and every effort towards complete agreement be frustrated. Even then faith in God's leading should abide unshaken. To imagine that He would withhold His guidance from those who seek it with strenuous prayer and self-renouncing devotion would be, as we have said, to abandon as impracticable some of the most solemn assurances of Jesus. When, therefore, full unanimity proves as yet impossible, we must assume that God's guidance is no less real and clear than in the more welcome issue. And that guidance, in circumstances like these, is to be identified with the degree of unanimity that has been attained. So far as all, equally desirous of understanding His will, have been led together to a single judgment, thus far, they may confidently believe, it is His will that they should proceed.

"Beyond that point we have no right to dogmatise. The continued existence of a convinced minority, after a search for God's will so thorough and so disinterested, may possibly denote that all steps beyond those on which agreement has been reached are not, or at least are not yet, demanded by Him. Among those who practise the fellowship method of inquiry there are some who incline to this opinion, and particular cases can doubtless be cited in which experience has shown it to be correct. To give the principle a general application, however, would be to assume a knowledge which we cannot command. It is always possible that the limited group of seekers may have lacked or may have under-emphasized, some point of view by means of which unanimity might, after all, have been attained. There is the further possibility that, unconsciously and in spite of their good-will, certain of their number may have allowed their prejudices to influence their judgment. Only if a group were to consist of ideal men and women, accomplishing their task with perfect efficiency, could this negative principle of guidance be applied with any degree of confidence. At this point, therefore, all dogmatism would be unwise.

"It is with the POSITIVE principles of guidance that this volume is more immediately concerned. And here it is intended to be quite definite in its teaching. With regard to the question raised in the preceding paragraph there is abundant ground for hesitation, but on the main, positive issue before us our claim may well be more confident and more explicit. So far as the problem involved is that of guidance for action, our aim has been to advance three specific propositions which, after so lengthy a discussion, it may be useful briefly to recapitulate ;

1. That, on the lines laid down, a group of people will often be carried from initial differences of judgment to a unanimity which would otherwise be unattainable;

2. that the common judgment thus reached will often be so different from, and so plainly an advance upon, the judgment with which any of them began, as to suggest that the entire group has been definitely guided by a Higher Will than its own; and

3. THAT, WHEN THIS IS THE CASE, THE UNANIMOUS JUDGMENT ATTAINED, WHETHER IT COVER THE WHOLE OR ONLY A PART OF THE PROBLEM UNDER CONSIDERATION, MAY BE ACCEPTED WITH ABSOLUTE CONFIDENCE AS A REVELATION FROM GOD HIMSELF.

"So uncompromising an assertion of the Divine guidance and so close a definition of the means by which it can be recognised, may, in the judgment of some readers, appear to be bold to the point of rashness. Nevertheless, with respect to the type of problem to which they have been confined, they are held and stated with deliberate conviction."

Automatic Machinery In the Printing Business

How Standardization Will Help Business

NOBLE T. PRAIGG
(Director of Advertising U. T. A., Chicago)
A paper read before Greater Buffalo Advertising Club, September 20th, slightly abridged

IT IS not easy to differentiate between merely labor-saving machinery as such, and automatic machinery which in most instances has resulted in displacing hand labor, or in reducing it to a minimum amount.

The history of the invention and perfection of the linotype, and the struggles of its inventor, are well known, as is also the case with the Lanston monotype and other machines calculated to do the work of the hand compositor.

When these machines were first introduced there was pronounced and bitter opposition to them from the hand compositors, who in their short-sightedness could see only the possibility that machines might displace men.

Yet when we consider the influence of the general introduction of these machines on the printing industry, we cannot fail to see that it has been marvelously beneficial.

Instead of displacing workmen, these machines have created opportunities for multitudes of skilled operatives which would otherwise never have existed.

Furthermore, we have witnessed recently developments which suggest even greater and more far-reaching benefits to the industry through the systematized and wisely directed efforts being put forth by the manufacturers of the so-called typesetting machines to raise the typographic standards of their output.

Primarily their aim was to increase production and lower its cost—a most laudable ambition, and very generally fulfilled.

As contrasted with the indiscriminate and incongruous use of the great diversity of typefaces, etc., available to the machine owner, there has come a well-conceived and splendidly executed plan to make typographic design and correct, dignified use of the possibilities of every machine, available for every user.

It seems to me that in thus giving to the industry the benefit of some of the ablest and most capable thinkers along these lines, the machine manufacturers are rendering a most valuable service, and one which will be of great and enduring influence for good.

To most of you, however, it is probable that my subject has suggested the application of automatic attachments directly displacing hand labor, such as the various types of "feeders" on cylinder and platen presses, folding machines, paper ruling machines, and the like, as well as those machines which are automatic in some or all of their operations.

So rapidly have improvements been made—machines being alluringly bettered long before they had commenced to wear out, that the word "obsolescence" has had to find a place in every printer's cost summary!

And right here we find a key to the great influence which these inventions have had on the industry, and also a suggestion of certain developments which have been far from beneficial. These we will take up later, first analyzing the good influences.

Easily first among these should be noted the release of thousands of workers from a task the monotony of which can best be appreciated by one who has had experience.

Also we must consider this fact, that because of the nature of the business, with its constantly fluctuating volume, overtime has come to be considered as a necessary evil, and to one feeding a press by hand, a twelve or fourteen hour day becomes a terrific drain on physical resources.

With the automatic feeder, and its steel muscles and tendons, fatigue is quite unknown, and with reasonable care in lubrication twenty-four hour days are perfectly permissible.

Where irksome and un-economic union rules are not permitted to nullify the savings in operating costs, the substitution of mechanical for hand feeding brings not only lower labor costs but increased (and often better quality) output as well.

It is difficult to estimate how generally automatic machines are in use in the industry, but a fairly recent compilation indicates that there are approximately fifteen thousand flat-bed presses in use in the United States, of which something over six thousand have mechanical feeders attached.

Now reverting to the other side of the question, it is not difficult to see some exceedingly harmful results, which have followed the introduction of automatic machinery, coupled with the willingness of inventors to build special machines for special needs.

Apparently the average employing printer is born an optimist and persistently cultivates optimism all his life!

For when a job comes along that is unusual as to size of paper , trimmed page or other details, he seems to fairly revel in the opportunity to order a special size of paper, a special (or perhaps not needed) size or style of press, and a special type of folding machine, all these in the optimistic hope that he may find further use for them in the future!

While in the vast majority of cases he might easily persuade the customer (and to the latter's advantage) to use standard stock and standard equipment, he deliberately encourages the "special" plans, often in a mistaken belief that the odd or the grotesque is attractive.

As an instance, note how page sizes of popular magazines have varied and been changed to meet the personal whims of changing executives.

It is pleasing to know that there has set in a definite movement toward a fairly standard magazine size, it being reported on good authority that such influential publications as the *Literary Digest, Life, Film Fun, Leslie's Weekly* and *Judge* have all decided on a trimmed size of 81-4 x 111-4 inches, this being the present size of *Good Housekeeping, Cosmopolitan* and others.

In addition, their new policy contemplates that each issue shall consist of units of even signatures, with no odd forms to print or fold.

Think what this means in the making of their paper and what it might mean to the press and folding machine manufacturers.

For there is no escaping this very definite fact—the press builders and the folding machine manufacturers have been called on to build altogether too many sizes and styles of machines, and, complying, have aided in greatly over-equipping the printing industry.

That a very considerable over-equipment (for normal times) existed , has long been known to every impartial observer, but it has been left to an outsider to put it in cold figures.

John Williams reported as a detail of the Hoover plan of eliminating waste in industry, that the printing industry is from fifty to one hundred and fifty per cent over-equipped!

Now we see pretty clearly what has happened.

The printer has provided more machinery than he needs. Some of it has been necessary because the older machine was obsolete; but how the printer has hated to "scrap" that old machine!

"It'll come in handy, some day," he says, so permits it to take up valuable floor space. And as we have seen, he has apparently never realized the benefits of standardization, and so has a wide variety of sizes and styles in machines.

Now, as a member and an officer of the United Typothetae of America, I am proud to say that this organization has gone very definitely on record as strongly advocating the elimination of odd size papers, odd size presses and "special" folding machines.

In other words, we want to standardize the industry and its tools.

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Why I Am a Compositor

Cultivate "Desire" and Learn Its Wonderful Power In Helping You Accomplish Things

Have you ever experienced the feeling that springs from a consciousness of having achieved something truly great? I had that feeling a short two months ago when with a "Stick" in my hand for the first time I set a line of type. True, I was the veriest novice—I held my stick wrongly—I picked my type clumsily—I even set the line backward—in the words of the classics, "I made a hash of it" (or should I say "pi?")—but what matter: beside the fact of my accomplishment these were matters of no concern—I was a compositor!

The Value of Desire

If you have never experienced this feeling (and I am speaking now more particularly to young men who, are now engaged in the profession of ad-setting) you may perhaps wonder why such a seemingly small thing was, to me, a matter of great moment. Does it then mean nothing to you that you are a compositor? Do you start work every morning with no other thought than "Another day, another dollar?" Have you no picture in your mind of what the future holds in store—a mental picture of yourself in the position you long to attain? If this be so it is because you have not yet learnt the value of Desire—you have no definite aim in life.

And when I speak of desire I am referring not to desires of an unworthy and detrimental nature, but to the great desire that moulds your mental attitude—creates a definite aim in life—strengthens faith in oneself—nourishes ambition—unfolds latent powers—and tends directly and surely toward success.

This inspiriting article is written by a beginner who has started to learn ad. setting and ad. writing. He has only been at the work two months. The refreshing note of enthusiasm which permeates his article should prove an inspiration to, and should be read by, all engaged in learning "the Art Preservative."

Analyze Yourself

Does it ever occur to you to indulge in a little self-communion—self-analysis, psycho-analysis, call it what you will—anyway, a little chat with yourself? Suppose you do this one evening and take for a text "Why am I a compositor?" Don't be afraid to be frank with yourself, if you write down your questions and answers you can carefully burn them. But do this at the first opportunity, analyse yourself, your prospect, your feelings, your attitude to your work. Before long you will get to know yourself better than ever before and without doubt the process will give birth to a desire without which indeed you are like the puppy dog that runs hither and thither without intent or purpose.

And where could that desire be better born than in the being of a compositor? Personally, I know of no line of endeavour that opens up such possibilities as does that of the "Printed Word"—it is without limit. No need to delve into history for proof; look around you, note the successful men—ad-writers, ad-solicitors, advertising-managers, editors, yes, even owners, and then remember that, almost without exception, these men graduated from the "stick and the stone." Do you think these men were pushed up! You know better.

The Romance of Type-Setting

Perhaps, even after establishing desire, you find it hard to maintain interest in your work and find yourself slipping. If your work seems a bit of a grind (and it is a little trying sometimes isn't it?) just do a little more analysis and see if there are not a few things about your work you have overlooked. Think, for instance, of the romance of type-setting! Yes, real, honest-to-goodness romance—at least you will see it that way if your mental attitude is right. Don't look upon type as a cold-blooded thing, or worse, a thing without life or meaning. Analyse the message it conveys, and the emotions it stirs up.

Take, for instance, a subject such as lace, or some beautiful wearing apparel for woman. Before you begin to set up the ad. visualise the reader, her surroundings, yes, even her features if necessary. Appreciate her line of thought, her argument or reasoning, her probable mood, etc. Think of the emotions that will be awakened as she reads, in short, attune yourself generally to the situation. Try to imagine you are to speak to her personally in her home. When you have done this will you deliberately (or even carelessly) choose a massive black face type that will practically deafen her, or will you choose a nice rounded type, something like Cheltenham wide with its quaint curves so pleasing to the eye? I think the latter—and why? Because it pleases you to please her; to do nothing that will hurt her feelings.

Oh, I know there is a commercial angle to the matter, but why deny the romance of it—it makes the work so much more interesting and is one of the things that makes of work a pleasure.

I make no apology for quoting Albert Schiller of New York "Inland Printer" Sept. 1921). He says:

"These my types are well-beloved ministers of an eloquent Faith, mute mechanisms that bestir up in me the gentle sense of awesome reverence for that craft which is of me my being and indeed the very life. Whenso I am solus with these faithful servants, a spacious peace visiteth my soul; I inherit a zeal, a warmth within, for the doing of noble works and goodly; whereby, methinks, I do acquire an humility surpassing all pomps and grandeurs, whose possessing the which, may thrill in his heart and sing. For what man setteth his hand to a task for love thereof, and not for gross gain, and laboureth long at his chosen art, and ardently, all enhungered for understanding, of such is written that they alway shall dwell with a glorious company of divers seemly virtues together."

Can you wonder that the enthusiasm, in which this beautiful thought had its birth, was the impelling force that carried this man from mere apprenticeship to the top-notch of his profession? Can you doubt that it will do the same for you? I f you are anxious to put this power to the test, here is a concrete example that will help you.

Concentrate upon "Desire"

Now we will suppose you are just starting in the profession of ad-setting. You have thought something about the future and have perhaps envied the ad-writer, ad solicitor, or advertising-manager. For the purpose of this test we will take the latter.

Take a plain sheet of paper and write on it in large letters,—the largest it will carry—the following:

"*I am going to become a great advertising manager*—Because I like the work—because my profession makes this ambition possible—and because I desire to provide myself with the necessities of the future.

I will concentrate on this desire for ten minutes daily, just before retiring and just after rising, for the purpose of determining what progress I am making and just how I shall proceed that I may be a success. Although things may go wrong sometimes *I know positively* that I shall succeed.

(sign your name)."

Now, when you come to do your concentrating, this is the way to go about it. Look ahead three, five, ten or even fifteen years from now. See yourself in a position paying from $3,000 to $10,000 a year. See yourself laying aside from $1,000 to $500 a year. See yourself in an automobile which you will

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The Difficulty of Writing Good English

Purity of Expression Should Mark Canada's New National Literature

ONE of the first things that strikes the visitor from the Old Country on his arrival in Canada is the difference in literary style between the newspapers here and those to which he has been accustomed. The Duke of Connaught made public reference to this soon after his arrival here. As a general rule the literary standard of the Canadian newspaper is not a high one. There are of course exceptions to the rule, such for instance as the Manitoba *Free Press* which runs a monthly literary supplement designed, it is stated, "to give accurate literary information. To make criticism the aid of writing. To encourage Canadian literature. To cultivate a taste for reading and sound books." A copy of the current issue of this supplement has just reached us. It contains an excellent article anent the subject of writing good English, which we take the liberty of reproducing in part be low:

Now that the passion for expression by the medium of the written word, says the writer, is taking possession of Canadians everywhere throughout the country and we are on the way to getting some distinctive Canadian literature it might be in order to remark, as a matter for general consideration, that it is as difficult to write good English as it is to do anything else that requires training and skill and patience; that it is at least as difficult as making a pair of boots or putting hot water fixtures into a bath tub; that it is a good deal more difficult than digging a ditch or driving a wagon or forking hay. In the present phase of Canadian literary development we think it will do no harm to restate the above incontrovertible truisms. And in the present condition of the British and American novel markets, it would be quite in order to have someone point out the same truisms to many of the persons who are perpetrating novels in those two countries.

The belief is evidently abroad that writing English is one of those things that people do naturally. People do only two things naturally, and writing good English prose is not one of them. Writing English is a business; it must be learned like every other business; it is far harder to master than most businesses; the successes are few, the failures supply the whole world with waste paper to light its fires. There are few persons who would, without some training, undertake to lay bricks or mend a broken clock, but there are any number of persons prepared to tamper with the language; many of them have had "pieces" accepted by editors, some of them have had novels published and these sad facts entrench them in the belief that writing English is one of the things they do well; it has the sadder consequence of inducing others to think that they "can do as good as that" themselves.

Writing a piece of "great" English is a prodigious achievement demanding the most consummate gifts and genius. It is something that is very rarely done and one of the reasons for its rarity is, perhaps, the widespread idea that anybody who wants can write English prose any time they feel inclined to do so. So they can, in the same way that Monsieur Jourdain talked prose every time he asked his valet to bring his nightcap and fold down the bed mats; but M. Jourdain was an ass, a fact which should chasten those who think that all they have to do in order to "write English" is to get some sheets, blank paper and a pen and "go to it."

Many of the great English writers worked out theories on prose style. Cardinal Newman, Herbert Spencer and Robert Louis Stevenson each tried to elucidate the principles of style, and Thomas de Quincey wrote an elaborate essay on the subject. The essays show that writing was no haphazard or lightly-considered thing with these men; they are not good writers by chance; they tried deliberately for definite literary effects, building up their prose structure from the mass of English words as a painter builds up a landscape from the colors on his palette. The reader who is charmed by Stevenson or impressed by Spencer or Newman should realize that the writers set out to charm and impress him of set purposes; that they do not make their effects by accident; and if he will take a chapter of "Treasure Island," or a page or two of Newman or De Quincey and pay attention to their construction, the idea that writing English prose is a simple sort of thing that any person of average education can manage will vanish for ever out of his head; he will begin to realize that writing a novel like "Vanity Fair" is a greater feat than building the Egyptian pyramids, and that writing even decent ordinary English is a task which will exact from ordinary mortals, untouched by the fire of genius, the patient and faithful study of their whole lives.

What do we find in the mass of prose that is being poured out on us from the press? A flat mediocrity. In a half-dozen new books you do not come on a page or a passage or a phrase that stamps itself on your memory. The mark of too much contemporary writing is that it has no literary quality; it just runs along, an unselected, undisciplined stream of words without form or comeliness which the writer possibly thinks is English because he has followed some of the rules of grammar.

Writers need not think that the reading public is too stupid to know good writing when it sees it. What writers should get in their minds is that the reading public is bored to lassitude by much of the writing turned out for its alleged entertainment and edification. The reading public, it should be borne in mind, absorbs a great deal more than new work; it buys up the countless editions of the "classics," it reads Scott and George Eliot and Dickens as well as Harold Bell Wright; its capacity for appreciating first-class writing is excellent, and its appreciation of the defects of the modern productions,although not expressed in terms of literary criticism, is nevertheless a factor for writers to consider.

The moral of all this is that writing English, like playing the violin, building a church or painting a portrait, calls for training and skill and study; it is not something "anybody" can do; it is not "easy" to do; and if this is realized in Canada now that the impulse to write is being strongly felt, it should have a very beneficial and enriching effect on our new national literature.

Canadian Weekly Newspapers Association Will Hold Conferences in The West

Dates for the holding of five meetings in the provinces of Manitoba, Saskatchewan, and Alberta have been finally settled as follows:

Winnipeg, Friday, October 21st, at The Fort Garry Hotel.
Saskatoon, Monday, October 24th, at the King George Hotel.
Regina, Friday, October 28th, at King's Hotel.
Calgary, Monday, October 31st, at The Palliser Hotel.
Edmonton, Friday, November 4th, at The Macdonald Hotel.
(Sessions at 10.30 a.m. and 1.30 p.m.)

The meetings will be addressed by President French, who will be accompanied by the manager. The Presidents of the provincial divisions will preside at the conferences. Every weekly publisher, whether a member of the C.W.N.A. or not, is invited to attend the conference nearest him. The meetings have been arranged with the assistance of President Huntingford of Alberta; President Wynn, of Saskatchewan, and President MacLachlan, of Manitoba Division. These officers are giving their hearty co-operation and there is every prospect that the meetings will be largely attended.

The "Open Door" in Journalism

"The old day of individualism in journalism may have passed away," said Dr. E. C. Wareing, president of the Editorial Council of the Protestant Press of America, in his address before the ecumenical congress held during September in London, England. Continuing, the Dr. said: "but the demand for it on the part of the public still remains. The door ever stands open for a man of ability to seize upon some journal, whether secular or religious, express the feelings of his conscience and sound the courage of his soul."

No Lower Rates In Canada

Canadian newspaper publishers, like those of the United States, have been urged by advertisers to reduce their rates. Their unanimous reply has been that "it can't be done." A letter sent to them by the Association of Canadian Advertisers brought out some valuable and illuminating information.

The publishers claim that the newspaper business has been and still is, subject to conditions that are not common to most lines of industry. Unlike most businesses, the majority of newspapers prior to the war were not definitely organized as profit-making concerns. Many were supported by personal or political funds. Few looked upon advertising space in their columns as a tangible commodity of service which must be sold at a profit.

For the first two or three years of the war the publishers cut expenses to the bone rather than raise their rates. Moreover, owing to the nature of the contracts entered into with advertisers which covered, in a number of instances, six months or a year, the rates could not be advanced during the contract period, no matter what the increase in cost of production was in the meantime. For this reason many newspapers furnished space to advertisers at a loss.

The Winnipeg Free Press published figures showing that while its cost of manufacture of an agate line had increased 226 per cent over 1911 its advertising rate had advanced only 43 per cent. The Toronto Globe reported that since 1913 the increase in the cost of an agate line had been advanced only 56 per cent.

Until the publishers of Canada are able to produce their newspapers at a much lower expense than at present it is not at all likely that there will be any reduction in advertising rates. If wages come down, if paper can be bought at a saving of from 25 to 40 per cent on present prices, and if their supplies can be had at pre-war or anything approaching pre-war prices, then Canadian rates will come down.

Answering the letter sent out by the Association of Canadian Advertisers on the question of reducing newspaper advertising rates, F. F. Payne, manager of the Nelson, B. C., Daily News, clearly and logically maintains that present rates are fair and justified in continuance:—

"Your letter and its frank expression on the question of advertising rates gives us an opportunity to make an equally frank explanation of the newspaper position.

"You say 'that over production in 1920 found most manufacturers with too heavy inventories at the beginning of this year.' This was not the case with newspapers. The chief costs entering into newspaper production are labor and news print. Labor, of course, is paid for by the week and news print is also purchased, so to speak, from hand to mouth. The newspapers consequently made no artificial profit on the rise in the value of commodities which occurred between 1915 and the summer of 1920.

"Most manufacturers and practically every retailer benefited a great deal on account of the fact that goods on shelf or in warehouse were rising steadily in value for five years. Newspapers, owing to the fact that they carried virtually no stock, did not make any such gain. On the contrary newspapers suffered actual losses as a consequence of rising prices.

"The reason for this was that newspapers all over the country sell their subscriptions largely on a paid in advance basis and accept contracts for advertising for one year.

"The consequence of this was that, while their costs were mounting rapidly they had to continue to do business on a selling price based on lower costs. Instead of gaining through advancing prices of commodities we lost.

"You say 'that the ultimate consumer has not been in a position to buy for nearly a year now.' I do not quite agree with you in this declaration. Our opinion is that the majority of the ultimate consumers of Canada have been well able to buy but that they have lacked the confidence to do so.

"We believe that confidence can be strengthened enormously by newspaper advertising and also by the policy of newspapers. In our editorial policy we always keep our minds on the necessity of strengthening public confidence. I believe that this has been beneficial to business conditions in our territory and that it has helped our advertisers.

"You say 'that the only recourse the manufacturer and merchant had was to reduce prices to as near pre-war levels as possible. I do not at all agree with you in this statement. I believe that it is economically unsound to reduce prices below present market values whatever those market values may be.

"To reduce prices to a pre-war level as the objective is to assume that we are going to return to pre-war prices when we reach normalcy. This is an assumption which will, in all probability, prove to be unfounded.

"History tells us that the average price for all commodities, including labor, has a tendency to retain at least a part of any gain which is made. Prices are really always rising as far as average results are concerned, although of course, they have their peaks and valleys. It does not seem to me that there is any reason to suppose that this law of commodity prices, which seems established by centuries of experience, is going to be repealed in the present case.

"It is quite true that merchants and manufacturers who reduced their prices, even if only to current market values, had to take losses. But they also were able to take profits when the market price was rising. As I have pointed out, the newspaper situation is entirely different.

"So far, I have accepted your assumption that all commodities were reduced in price. This, of course, is not wholly correct and here again is where newspapers, and some other enterprises, differ from the manufacturer generally. Our present advertising rates, and those of most newspapers, were established last summer. Ours were established at a time when we were paying $80 a ton for newsprint; we paid up to $130.

"I would like to repeat that it is not a matter with newspapers of 'taking their losses,' as it is with manufacturers and retailers who are burdened with stocks purchased at higher prices than the present market. Our position is that we are buying labor, news print, etc., which are the equivalent of stock, every day, and it would be absolutely suicidal to sell the product at less than it costs us.

"I, therefore, cannot at the present time promise any reduction of advertising rates, but I can assure you that just as soon as costs will permit us to do so without lowering the standard of our newspaper, we will make proportionate reductions.

"I say 'without lowering the standard of our newspaper' because it is not in the interest of the advertiser that the medium through which he desires to reach the public should allow its appeal to its readers to be weakened." F. F. PAYNE.

No Sales Tax on Composition and Press Work

Printers and publishers frequently have occasion to get type set in outside offices, and also to send forms outside to be printed, and in some cases the offices doing this work have added the sales tax, sometimes on the instruction of local excise officers. This matter has been the subject of considerable correspondence between the Canadian National newspapers and Periodicals Assn. and the Customs and Excise Department, at Ottawa. It has now been finally ruled that no sales tax should be added to the charge for trade composition, where no sale of material takes place. Likewise the charge for presswork is also exempt. Publishers who have their newspapers or magazines printed entirely outside are, too, exempt from this tax.

An Editor's Happy Thought

The editor of the Eaton (Colo.) Herald suggests to his subscribers that in order that they may keep track of the expiration of their subscriptions, they date their subscriptions on their birthdays and make it a point to always come in and pay a year's subscription on that day. He adds: The beauty of this scheme is that you are bound to live for another year. No man ever died who had his subscription paid up. Nine times out of ten when a man dies he owes the editor for subscription.

The Church Should Advertise

Should Not Depend On Free Space For Publicity

If there is one big enterprise that has failed in years gone by to take advantage of the power of advertising, it is the church. Too often today the church looks for free space from the newspaper publisher and a cheap price from the job printer. "It's for the Church." There is not a job printer or publisher who would not freely do a great deal for the church. but he knows he cannot afford it. One of the most expensive industries to successfully conduct today is the publishing business. Could the church expect its coal free? Or any other thing necessary for the church's maintenance would have to be paid for, if it was to be secured. We know of an Ontario publisher who had given free church notices for over thirty years, but who finally came to the conclusion that it had to stop. He interviewed personally the ministers and leading officials of the towns churches and after a little pressure and "education" regarding the value of advertising to the Churches, he now runs all their "paid" cards. And it can be done anywhere.

The churches do not realize the power of the newspaper to help them—not only the denominational and interdenominational, but the secular press.

Have the ministry and the church boards been to coonservative in failing to make use of the daily press in church advertising?

A certain city pastor had been furnishing some remarkable copy to the leading paper. Through that paper he was able to reach an audience of about 90,000 people. The reiterated theme of the copy he furnished to his paper was that there were good reasons why people should go to church on Sunday.

The paper in which this editorial-advertising appeared "played it up" in double column measure every Saturday on the first page of the second section of the paper, always under the same title, "Go To Church Sunday." The reasoning in the snappy paragraphs of the pastor together with the effective display of the editor combined to catch the eye of the public, and the business manager of that paper told that wide-awake pastor that his articles were actually helping the paper.

This live pastor is the Rev. Dr. H. E. Sell, and his present charge is the First Congregational Church of Kenosha, Wis. He is still keeping up his church advertising, and now hear what he writes to The Sunday School Times in justification of his methods:

"Really effective advertising is done by those who believe most strongly in the lines of goods which they offer. This settled, then the question arises in regard to the medium of advertising and the extent.

"There are four well known ways of church advertising.

"First—Pulpit announcements, which are not so very effective because people do not listen to them very attentively.

"Second—Printed weekly bulletins. These are a great improvement over verbal announcements, and are very useful in their way. But too often most of the edition is left in the pews, and they reach only the restricted number of people who are at the Sunday services. Many churches now make a practice of sending these weekly bulletins out by mail every week, or once a month. This greatly aids in keeping the church before the people who are more or less interested in it.

"Third—The old style bulletin board, with its fixed and unchangeable announcements, is being replaced by a steel bulletin board, with a glass front, and changeable steel letters, so that the announcements may be made as frequently as it is necessary. This board reaches after a public that goes by the church but does not often enter its doors—it bears its message to those who pass by.

"Fourth—Newspaper advertising. By this I mean not the bare announcement of Sunday services, but attractive reading notices, calling attention to the different phases of the work of the local church. In a number of cities a group of churches have united and made their appeal through 'Go To Church Sunday' articles, which appear on Saturdays.

"The individual church is beginning to realize the necessity of placing the plea for its work before the great unchurched public. The daily or weekly newspaper is the logical medium. The message, in such a case, is not news, as a newspaper considers news, but an announcement which should be paid for as advertising, which it is. Such advertising is worth while if the church is worth while. An appropriation should be made for it as a part of the legitimate expenses of the church.

"Here is something of this sort which may illustrate what is meant. It was printed as a reading notice. It was headed, 'It's Money in Your Pocket.'

" 'To have churches in your city—the more churches in any place means less saloons and more schoolhouses—less jails and more good homes—less hold-up men and more help-up men. It's twice as cheap to bring the boy up right as to apprehend and punish criminals. It's safer to have the church at work than to take chances. You want all the benefits the church can give you indirectly. Why not get more of the benefits direct? Do the safe and sane thing and support the church. The First Congregational Church, Library Square and Prairie Avenue, has a place for you and your family. Come over Sunday morning at ten forty-five and find out what it is doing. The preacher is going to talk on "The Measure of a Man." It is hoped that you will be interested and may be you'll want to take hold and help. If you are a stranger the ushers will probably ask your name. If they don't, just tell them who you are. This church needs you—you need this church.' "

Here is the argument in general for church advertising, and a specific instance of how one church does it.

Talk this matter over with your local church people and cooperate with them in any special way you may suggest; but show the Church that here is a real way of lowering the wages of sin and making the path of life known and the work of the Church easier. *Advertise.* It is noticed that the last year has shown more religious advertising in the secular press than any previous year. They are finding out that it certainly pays.

Incident In V. W. N. A. Election

With reference to the letter which appeared on page 38 of our September issue from R.G. Ashwin, secretary-treasurer of the Saskatchewan Press Association, S. R. Dornan, of the "Alameda Despatch" writes us that, as a member of the nominating committee at the convention, he himself nominated Mr. Wynn as director to represent Saskatchewan, but that the other members of the committee insisted upon his own name being put in nomination instead, and, bowing to the will of the majority on principle, he consented to this. Mr. Ashwin afterwards came to him and asked him to second him in nominating Mr. Wynn, but feeling bound by the action of the committee he refused, although he was fully in agreement with Mr. Wynn's election in preference to himself.

Mr. Dornan goes on to say that his abstention from the S. P.A. is due to a disagreement between himself and Mr. Ashwin which arose because he refused to allow Mr. Ashwin the usual advertising agency commission of 25 per cent on business which weekly publishers had always previously received direct, such as Provincial Government, Provincial Fair, etc., for which Mr. Ashwin, acting on behalf of the S.P.A., had sent out contracts. As a member of the V.W.N.A. he was bound only to allow commission to officially recognized agencies, and he claims that those publishers who allowed this commission have paid $1,000 on business which they would have received direct in any event. At the same time he is in accord with the S.P.A. going after business as long as it is new business and not business which publishers already have.

In conclusion Mr. Dornan expresses his intention of not being a member of the S.P.A. while Mr. Ashwin remains Secretary-treasurer and declares his high respect for Mr. Wynn and other officers of the S.P.A.

Examples of TYPOGRAPHY

Executed by the students of The Toronto Technical Schools *of* Typography

TORONTO, CANADA

THE MEMBERSHIP roll of the printing classes of the Toronto Technical School is a large one and is restricted to those actually engaged at the printing trade. The specimens exhibited on the following pages are reproduced from a portfolio of samples of work produced as part of the Course in Printing. This course is arranged so that the student receives a thorough grounding in spelling, orthography, punctuation, composition, hand lettering in various types, spacing, mathematics, methods of estimating and pricing work. A practical printer, Walter H. Handley, conducts the practical work in the composing and press rooms, dealing with composition, harmony, balance, various type faces in use, type bodies, compositors' tools simple calculations, methods and routine of composing, proofing, proof-readers' marks, correcting and revising composed matter, preparation of matter for the press, imposition, locking up forms for press, care and treatment of the press, motors, press operation, mixing of inks, papers and their properties; make ready, proofing and printing.

The Proper Contrast

IN the use of lower-case types may be obtained by varying the type sizes and grouping in pleasing shapes. The type for the body of the matter should be one size. If a smaller size of body type is to be used it should be several sizes smaller so as to present a contrast.

Harmony

should be had between type-face and decoration as well as between the type-faces used for body and display lines. To obtain harmony it is frequently necessary to use but one series of type, and either all capitals or all lower-case.

TORONTO TECHNICAL SCHOOLS
of TYPOGRAPHY
TORONTO
CANADA

Not an exact reproduction, but a close copy of the typography of a card arranged by a student of the printing classes of the Toronto Technical Schools.

The Lotus Carriage & Automobile Ltd.

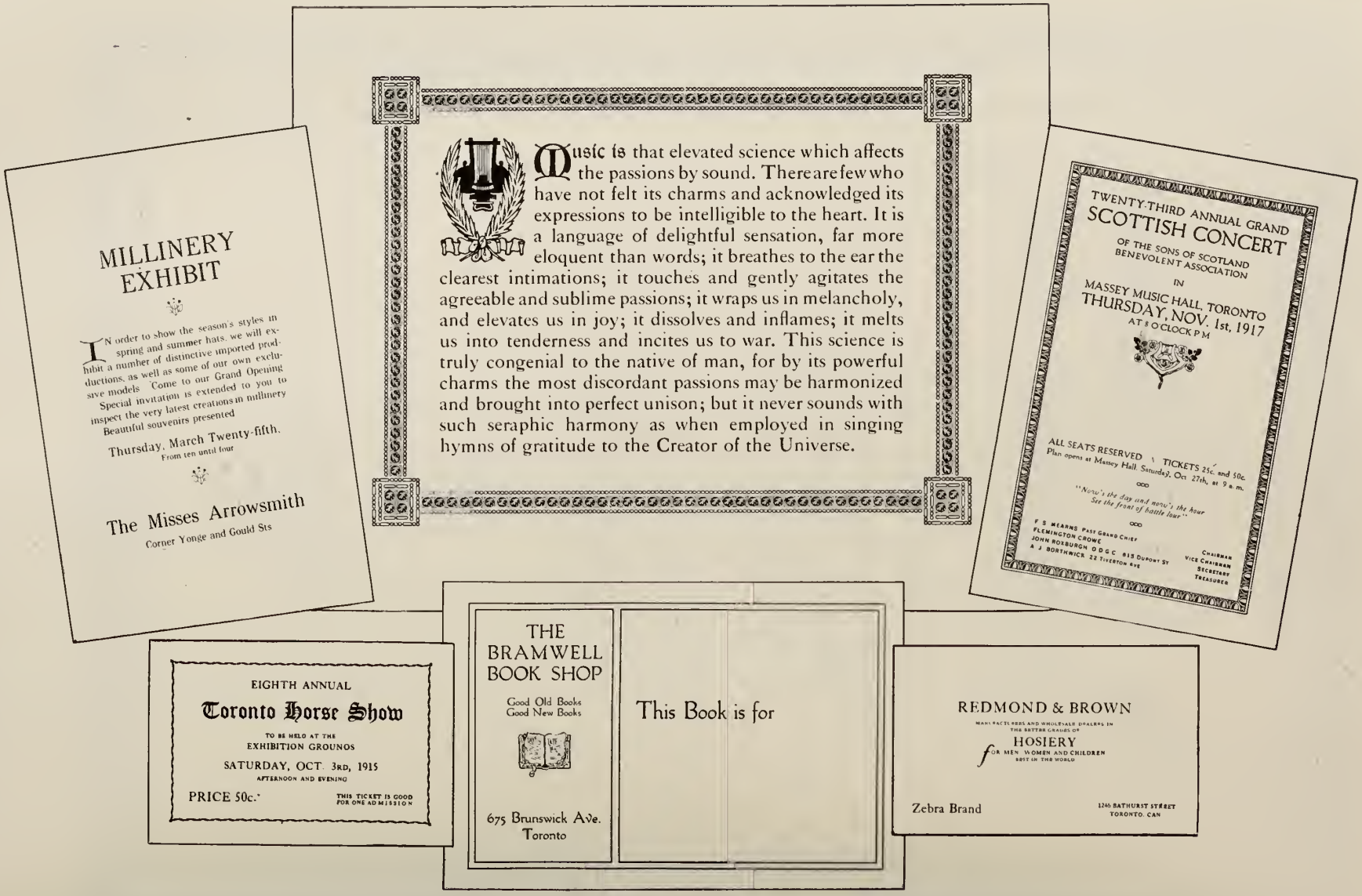
Designers and Manufactures of

Broughams, Runabouts, Stanhopes, Phaetons, Sulkies, Surries

Catalogue No. 16.

General Offices
415 Yonge Street
Toronto

Another piece of work executed by a student of the Toronto Technical Schools. This is an exact reproduction with the exception that the inner border and rules appeared in red.


MILLINERY EXHIBIT
IN order to show the season's styles in spring and summer hats, we will exhibit a number of distinctive imported productions, as well as some of our own exclusive models. Come to our Grand Opening. Special invitation is extended to you to inspect the very latest creations in millinery. Beautiful souvenirs presented.
Thursday, March Twenty-fifth.
From ten until four
The Misses Arrowsmith
Corner Yonge and Gould Sts
Music is that elevated science which affects the passions by sound. There are few who have not felt its charms and acknowledged its expressions to be intelligible to the heart. It is a language of delightful sensation, far more eloquent than words; it breathes to the ear the clearest intimations; it touches and gently agitates the agreeable and sublime passions; it wraps us in melancholy, and elevates us in joy; it dissolves and inflames; it melts us into tenderness and incites us to war. This science is truly congenial to the native of man, for by its powerful charms the most discordant passions may be harmonized and brought into perfect unison; but it never sounds with such seraphic harmony as when employed in singing hymns of gratitude to the Creator of the Universe.
TWENTY-THIRD ANNUAL GRAND
SCOTTISH CONCERT
OF THE SONS OF SCOTLAND BENEVOLENT ASSOCIATION
IN
MASSEY MUSIC HALL, TORONTO
THURSDAY, NOV. 1st, 1917
AT 8 O'CLOCK P.M.
ALL SEATS RESERVED. TICKETS 25c. and 50c.
Plan opens at Massey Hall, Saturday, Oct. 27th, at 9 a.m.
"Now's the day and now's the hour
See the front of battle lour"
F. S. MEARNS Past Grand Chief
FLEMINGTON CROWE
JOHN ROXBURGH G.D.G.C. 815 DUPONT ST
A. J. BORTHWICK 22 TIVERTON AVE
Chairman
Vice Chairman
Secretary
Treasurer
EIGHTH ANNUAL
Toronto Horse Show
TO BE HELD AT THE EXHIBITION GROUNDS
SATURDAY, OCT. 3RD, 1915
AFTERNOON AND EVENING
PRICE 50c.
THIS TICKET IS GOOD FOR ONE ADMISSION
THE BRAMWELL BOOK SHOP
Good Old Books
Good New Books
675 Brunswick Ave.
Toronto
This Book is for
REDMOND & BROWN
MANUFACTURERS AND WHOLESALE DEALERS IN THE BETTER GRADES OF
HOSIERY
FOR MEN, WOMEN AND CHILDREN
BEST IN THE WORLD
Zebra Brand
1246 BATHURST STREET
TORONTO, CAN

This group of specimens gives a splendid idea of the ability of the advanced students in typography at the Toronto Technical Schools. Color was employed in but one instance; the upper centre-piece was printed entirely in appropriate sea-green ink.

LENDING LIBRARY
FOR ROLLS OF MUSIC

Robertson & Gardner. *Player Pianos*
As Supplied to the Trade

PLAYERS AND PIANOS
FOR SALE OR HIRE

SHOWROOMS
144 KING STREET WEST
TORONTO

HEAD OFFICE
36 WESTMORELAND AVENUE
MONTREAL

GEORGE HARRISON
PRESIDENT

MAURICE JOHNSON
SECRETARY

EDWARD CHRISTIE
TREASURER

GEORGE HARRISON & COMPANY

WHOLESALE DEALERS AND BROKERS IN

LUMBER, GRAIN, HAY AND COAL

DIRECTORS

HARRY ROBERTS, MONTREAL
FRED HUDSON OTTAWA
ROBERT JONES, QUEBEC
ARTHUR SMITH ST JOHNS
HAROLD GRAHAM LONDON
THOMAS KEITH TORONTO
ARTHUR BROWN HAMILTON
JOHN THURSTON GUELPH

OFFICES LOCATED AT
TORONTO AND MONTREAL

The Automobile Livery Co., Limited

AUTOMOBILES FOR HIRE

LIMOUSINES AND TOURING CARS
THE BEST IN THE CITY

76 Victoria Street
Toronto — 191

KEITH FLINT

The Car of Your Dreams

SANDERSON MOTOR COMPANY

DISTRIBUTORS FOR ONTARIO
96 YONGE STREET
TORONTO

A group of letterheads by Toronto Technical School Students, showing a variety of effective styles which are considered to be in accordance with the present day practice. They are reproduced here in slightly reduced size. No color was used.

REVIEW OF JOB SPECIMENS

If You Wish An Opinion On Your Work, Send It In

The Perfect Printing Company of St. Catharines saw an opportunity to do some timely advertising during the change from Daylight Saving to Standard Time. A novel proclamation was printed calling the attention of the citizens to the period when the change was due to take place. The novelty of the proclamation consisted of a verse of "God Save the King" and "Backward, turn backward O Time in your Flight." in which several of the lines were turned, or printed, backward.

An attractive piece of printing has just been received from Nanaimo, B.C. It is an announcement in the shape of a folder telling of the Nanaimo Printing Company, formerly owned and operated by A.E. Filmer, being taken over by the Nanaimo Printers and Stationers Limited. Mr. Filmer has been retained as manager. The announcement is printed in gold, red and blue inks on a good quality white stock, feather edged, and reflects in every way the high quality of work the firm claims to produce. The typography is particularly good and we purpose exhibiting the folder in a future issue of Printer and Publisher as a specimen of good work.

"Fair and Warmer" is the title of a very neat sixteen page booklet just issued by The Canadian Pulp and Paper Association, Drummond Building, Montreal. It gives a summary of printing conditions in Canada based upon answers to a questionnaire sent to the printers of Canada from the Atlantic to the Pacific. The Booklet says:

"That familiar phrase (Fair and Warmer) may very well be used to characterize printing weather throughout Canada. For 'present conditions fair, future prospects, brighter' is the gist of a composite report from approximately three hundred Canadian printers who replied to the questionnaire."

Do you get "The Ambassador of Commerce?" This is a very readable house organ published by the Niagara Paper Mills, Lockport, N. Y. It not only appeals to printers because of its attractive appearance, but it contains much timely business comment. Here is a sample:

"There can be no doubt that conditions in the printing and allied industries are improving. Only the most hardened pessimists refuse to see the quickening of the business pulse and the promise of better things before the coming of another Spring.

"Reports from all over the country show that buyers of printing are beginning to go into the market. Some are actually placing work, such as catalogs, price lists, direct mail campaign literature and the like, and others are making inquiries preliminary to the placing of this business.

"Conditions are still a little complicated by the 44-hour week strike, which still exists, although its effect has long since become practically dead. Many union men are out of work as a result of the strike. The International Typographical Union places the number at about 8000, and some shops are shorthanded, but there has been an intensive training of new workers in the past two or three months that will bring all the needed help to cope with the increasing business."

We have never seen a prize list printed with better taste than the one before us now. It was issued in connection with the 35th Annual Exhibition of the Lorne Agricultural Society, Swan Lake, and printed by the job printing department of the Somerset News, Somerset, Manitoba. The prize list is in reality a booklet of thirty-two pages, exclusive of the cover. On every right-hand page, with the exception of the title page, there is a full page advertisement. Smaller space than full page apparently was "out of order" when the space-selling campaign for the booklet was planned. This helped to give a uniformity of appearance throughout the book as well proving a good plan from a space-selling point of view.

All of the advertising pages, too, carry the same neat style of border which proves another point scored to the virtue of harmony. While rather too much variety is shown in the type faces chosen for the wording of the advertisements as a whole, good taste has been displayed in the selection of type in each individual case. The prize list or reading matter occupies the left-hand pages of the booklet and uniformity in type selection as well as neat grouping of parts, which permits facility in reading, are pleasing features of this arrangement. Green antique stock is used for the cover, the printing being run in black. The border is just a trifle too light for depth of green seen in the cover and bears the appearance of being somewhat faded. Otherwise the cover is good, especially the typography.

The Acton Publishing Co., Limited, printers and designers, Toronto and Montreal, have produced a remarkably beautiful portfolio of quadro-color printing. Four samples of work comprise the collection, all showing independently various styles of footwear. The color-work is "tipped in" in the upper portion of a fine quality of antique stock and enclosed in a raised border of the mount. A short descriptionof the class of work shown appears with the firm name and address in small, neat plate gothic an inch below the raised border; the lower portion of the card, about a third of the surface, is left plain, which throws the printing and color work out in beautiful relief. The cover contains printing on the front page only. It consists merely of the firm's regular style of name and address, and the trade mark. The former is executed in plain but artistic embossed gold handlettering and the latter in embossed gold with mauve background. This printing is all placed in the upper part of the cover with equal margins on the top and sides of the first two lines. The flood of white space below sets the printing off to excellent advantage. It is a very creditable piece of work throughout and cannot fail to impress all recipients with the ability of the Acton Publishing Co. to turn out high-grade color printing.

Ink Skinning Over

One of the common complaints in the average pressroom is the amount of ink which is lost through drying out or "skinning over." A great deal of this could be avoided if a little more care and attention were given when ink cans were first opened. Inks are purposely made with a certain amount of driers added, as it is necessary they should dry on the different papers. Some inks will dry more rapidly when exposed to the air than others. This particularly applies to Bronze Blues, and some of the Reds and Greens. We send out all our inks with a piece of oiled paper over the top of the ink, and if care is taken to lift this paper off carefully, then take ink off evenly from the top of the can, and replace the paper, it will help to prevent the balance from drying out. We also suggest that ink be taken from the can with a square-end ink knife. This is more preferable and more economical than the too common way of digging down into the ink. Some pressmen prefer to keep their opened inks covered with oil or water. Do not have too many partly used cans in your ink cupboards and have your pressroom staff use all the ink in the can before opening a fresh one.—"Canadaink."

Speaking of libel, every printer watches pretty closely for libelous matter in a customer's copy, but statements about other people must needs be printed sometimes, and editors and authors—not printers—should be held responsible. It is all very well for a judge to tell a printer he should be more careful and so forth, but if it takes a judge, half a dozen lawyers and a jury, half a week to say whether a certain statement is libelous how can a mere printer be blamed for not finding it out and refusing to print it in ten minutes?—"Porte."

Perth and Huron District Press Association

Minimum Price List for Printing, in Effect September, 1921

LETTERHEADS

20 lb. Bond at 26c.

250	$ 4 00
500	5 50
1000	8 00
Extra 1000	5 75

For two colors add $3 per Thousand. For Extra Expensive Stock add to these prices proportionately.

BILLHEADS

No. 5—5½ x 8½

8 to post— 250	$ 3 50
— 500	4 00
—1000	5 50
Extra Thousand	3 50

No. 7—8½ x 7

Quarter Cap— 250	$ 3 75
— 500	4 25
—1000	6 25
Extra Thousand	4 00

No. 11—8½ x 11.

4 to post— 250	$ 4 00
— 500	5 50
—1000	8 00
Extra Thousand	5 75

No. 14—8½ x 14

Half Cap— 250	$ 4 00
— 500	6 25
—100	9 00
—Extra Thousand	6 25
100 of any of above..	$3 00 to $4 00

NOTE, MEMO HEADS AND STATEMENTS, 5½ x 8½

20 lb. Bond at 35c.

250	$ 3 00
500	3 50
1000	4 75
Extra Thousand	3 00

ENVELOPES.

Stock $2.00 and $2.20

	250	500	1000	1000
7's ..	$2 75	$3 75	$5 75	$4 50
8's ..	3 00	4 00	6 00	4 75

TICKETS

Concert Tickets with Coupons—100 $2.25; each additional 100, 50c.

Tickets without coupons—100, $1.75; each additional 100, 50c.

BUSINESS CARDS.

50	$ 1 75
100	2 25
250	3 00
500	4 25
1000	5 75
Each Extra Thousand	3 75

VISITING CARDS

50, $1.25; 100, $1.75.

Black bordered, 50 per cent. extra.

WINDOW CARDS

11 x 14—1, $2.00; 25, $4.00; 50, $5.00; 100, $6.50.

Extra color, $1.50 additional.

14 x 22—1, $2.75; 25, $5.50; 50, $7.00; 100, $9.50.

Extra color, $2.50 additional.

22 x 28—1, $3.50; 12, $7.00; 25, $9.00; 50, $11.50.

NOTE AND LETTER CIRCULARS

20 lb. Bond at 26c.—10 pt. type

Note 5½ x 8½. 8vo—100, $2.25; 250, $3.00; 500, $5.00; 1000, $6.75.

Letter 8½ x 11—100, $4.25; 250, $5.00; 500, $6.50; 1000, $9.50.

Add $3.50 to these prices for two colors. With blank fly leaf add 30 per cent.

HALF CAP CIRCULARS AND FORMS

100, $5.25; 250, $6.50; 500, $8.00; 1000, $11.00.

DODGERS

(White Paper; for **colored paper** add 10 per cent. extra to these prices.)

4½ x 6 in. (32nd sheet)—100, $2.25; 250, $2.50; 500, $3.25; 1000, $4.50; additional 1000, $3.00.

6 x 9 (16th sheet)—100, $2.50; 250, $3.00; 500, $4.00; 1000, $5.75. Extra 1000, $3.25.

6 x 12 (12th sheet)—100, $3.00; 250, $3.50; 500, $4.75; 1000, $6.50. Extra 1000, $3.50.

9 x 12 (8th sheet)—50, $3.50; 100, $4.00; 250, $4.50; 500, $6.50; 1000, $8.00; Extra 1000, $4.50.

OPEN DISPLAY POSTERS

(White Paper; for **colored paper** add 10 per cent. extra to these prices.)

Quarter sheet, 12 x 18—25, $4.00; 50, $4.25; 100, $4.75. Additional 100, $1.00.

Third sheet, 12 x 24—25, $4.50; 50, $4.75; 100, $5.75. Additional 100, $1.50.

Half sheet, 18 x 24—25, $5.50; 50, $6.00; 75, $6.50; 100, $7.00. Each additional 100, $2.00.

Whole sheet, 24 x 36—25, $8.50; 50, $10.50; 100, $11.50. Additional 100, $4.00.

For heavy composition, add to these prices.

For extra color add 50 per cent.

AUCTION SALE BILLS

With List of Farm Stock, Implements, etc.

Quarter sheet, 12 x 18—25, $5.00; 50, $5.50; 100, $6.00.

Third sheet, 12 x 24—25, $5.50; 50, $6.00; 100, $6.50.

Half sheet, 18 x 24—25, $6.75; 50, $7.25; 100, $8.25.

MERCANTILE POSTERS.

Quarter sheet, 12 x 18—250, $12.50; 500, $16.50; 1000, $22.00. Extra 1000, $7.00.

Half sheet, 18 x 24—50, $12.50; 100, $13.75; 200, $15.75; 500, $21.75; 1000, $28.00. Extra 1000, $9.00.

PRINTING BILLS OFF ADVTS.

10 per cent. Extra for colored paper.

Eight sheet, 9 x 12—500, $3.50; 1000, $5.00.

Quarter sheet, 12 x 18—500, $5.00; 1000, $8.00. Each additional 100, 75c.

Half sheet, 18 x 24—250, $5.00; 500, $7.50; 1000, $9.50. Each additional 100, 85c.

NOTE.—The printing of bill off an advt. does not entitle the customer to any reduction in the price of his advertising.

INVITATION CARDS.

3½ x 5½—25, $3.50; 50, $4.00; 100, $4.50. Extra 100, $1.50.

Envelopes, 1c. each extra.

WEDDING INVITATIONS

$2.50 Stock—15, $4.25; 25, $5.00; 50 $7.00; 75, $9.00; 100, $11.00.

For extra expensive stock add proportionately.

AT HOME CARDS

Small—25, $2.25; 50, $2.50; 100, $3.00; Extra 100, $1.00.

Larger size—25, $3.00; 50, $3.75; 100, $5.25. Extra 100, $3.00.

FUNERAL NOTICES

Note Size

15	$ 2 00
25	2 25
50	2 75
100	3 25

Letter Size

15	$ 2 25
25	2 50
50	3 00
100	4 00

MEMORIAL CARDS

12, $2.00; 25, $2.50; 50, $3.50; 75, $4.50; 100, $5.50.

Envelopes, 1c. each extra.

GOV'T. POSTCARDS

(Printing only)

100 (light form)	$ 2 00
Each additional 100	40

PRIVATE POSTCARDS—6½c. Stock.

500	$ 4 75
1000	7 50

(Both sides printed.)

BUTTER WRAPPERS

500 with maker's name, $3.75; 1000, $5.50; "Dairy Butter," 50c. per 100 sheets. Plain 50c. per 100, $2.25 ream.

SHIPPING TAGS

On basis of No. 5 Tag.

500, $3.50; 1000, $5.50. Additional 1000, $4.00. Other sizes in proportion.

ROUTE CARDS

14 x 22—25, $10.50; 50, $12.25; 100, $14.75; additional 100, $4.25.

Folders, 7 x 7½—50, $7.50; 100, $8.50. Additional 100, $1.75.

For extra heavy or tabulated pedigree charge $10 up.

RECEIPTS AND ORDER BOOKS

	250	500	1000	Extra 1000
3¼ x 8½	$4 00	$5 00	$7 00	$3 75
3¼ x 11..	5 00	6 00	8 00	4 25

BALLOTS

3 Names or less, 250 Ballots..$ 3 75

Each additional 100 75

Also add 50c. per each additional name.

PRIZE LISTS

$2.00 per page for 200 copies and 20c. per page additional for each extra 100 copies. 8 pt. type.

FINANCIAL STATEMENTS AND AUDITOR'S REPORTS.

Size of page 5½ x 8½, type 24 ems by 40 ems. 200 copies $2.75 per page. For each additional 100 add 20c. per page. Cover to count as four pages.

VOTERS' LISTS

9c per name for 200 copies. Set without down rules and with ¾ inch blanks. Minimum price at least $2.25 per page.

BOOKS, PAMPHLETS, CONSTITUTIONS, BY-LAWS, MINUTES, ETC.

100 copies, 8 point solid, $2.00 per page. 20c. per page additional for each 100 copies.

ADVERTISING FARM AUCTION SALES

50 cents per inch per insertion. Minimum charge $1.50.

CROSS-CANADA NEWS

Items of Interest to the Craft Picked up from Coast to Coast

Charles Douglas, recently with Miller & Richard, of Toronto, has joined the sales staff of Westman & Baker Limited, Toronto.

The Kitchener Telegraph is now being operated by a joint stock company, capitalized at $150,000, and headed by D. A. Bean, former publisher.

Striking pressmen in Hamilton, who have been out for three months, fighting for a 44-hour week, have returned to work at the employers' terms.

The Direct Mail Advertising Association convention and exposition will be held at Springfield, Mass. U.S.A., Oct. 25th to 28th inclusive. A strong and profitable program has been arranged.

E. J. Archibald, editorial writer for the Montreal Star, has been made managing editor of that paper in succession to C. F. Crandall, who has taken charge of the Vancouver World.

An old resident of Toronto, Wm. H. Chadwick, died in the Weston Sanatorium on Oct. 1st, after a brief illness. For the past thirty years he was connected with the Methodist Book Room.

The Brantford "Expositor" is awarding a prize of ten dollars to the person in the city making the nearest correct guess of the city's population, which will be given out this week by the assessos.

E. Philpott has been appointed advertising manager of Sanitary Engineer, one of the MacLean Publishing Company's trade papers. Mr. Philpott was recently with the Hoover Suction Sweeper Company of Hamilton.

A. E. Ford, advertising manager of the Regina Leader-Post, who recently returned to his desk after recuperating from a major operation, has suffered a relapse and is forced to take a further vacation of three months.

Peter Christie, well known through the Western Provinces in his sales work for the John Martin Paper Co., Ltd., Winnipeg, has been placed in charge of Division "B" of the company, featuring paper products.

W. G. Steward has resigned from the advertising staff of the Toronto Globe to enter business as a direct mail advertising free lance. He was formerly advertising manager for the Goodyear Tire & Rubber Co., Ltd., Toronto.

The Kingston Daily Standard on Monday, Sept. 26th, entered upon its 112th year of publication. The Standard is the third oldest paper in all Canada and the oldest paper in the entire Dominion outside the Province of Quebec.

A recent visitor to Toronto was Mrs. May Lamberton-Becker, editor of the "Readers' Guide" of the Literary Review of New York Evening Post, who has arrived in Toronto to secure material for her lectures on Canadian literature which she is to deliver in New York.

Manton Brothers report business conditions with them as excellent. In a number of lines they report the supplies unequal to the demand, referring more particularly to good used equipment. A number of large new machines are now being installed.

With its issue of Sept. 28th, the Kingston "Standard" entered its 112th year. In recent years the Standard has made excellent progress—"is improving with age." Possessing a 28-page Goss Press, it prints its own colored supplements. The paper possesses all the features of any large city daily. Congratulations to the "Standard."

During the month of September an entire new set of indexes has been furnished all users of the Franklin Printing Price List which has greatly improved the Price List and further enhanced its usefulness. A new Section has also been added to the List under the heading "Practical Pointers" which as announced by the Porte Publishing Company, will contain a lot of valuable information to be added to from time to time.

James McHardy, who formerly conducted the Hardy Illustrating Co., and later was employed with Grip, Ltd., has returned from an extended holiday and started in business as a free lance commercial illustrator at 34 Victoria Street.

The Canadian Paper Box Manufacturers' Association, (Inc.), through its secretary in Toronto, S. J. Frame, reports that the demand for paper boxes is still considerably below normal, although business has revived to quite an extent in recent weeks.

A large electioneering publicity campaign is being planned by the Conservative party organization. It is understood that A. McKim Limited will open an Ottawa office under the direction of C. T. Pearce, to handle the advertising.

Harold Lowrey, for several years with the advertising department of the Toronto Globe, and more recently with the Toronto office of the Montreal Star, has joined the Direct Mail Service Department of Southam Press Ltd., under the direction of Will H. Griffin.

W. V. Dawson Limited, Montreal, have just issued a splendid sample book displaying their full lines of blank and accoun books. Printed in two colors throughout on the best of cover and body stock, this catalog is effective, and the ready reference arrangement of the various lines is fine.

Early this month the plant of the National Photo Engraving Co., 411 St. James St., Montreal, was damaged by fire. The building itself was only slightly damaged but the engraving equipment was rendered practically useless. The cause of the fire is not yet known.

The Ottawa "Citizen" on Sept. 26 ran a "Coal Page." The caption ran thus:—"Order your coal now—This Page Tells Why." Then followed an effective article on Ottawa's coal consumption, etc. The rest of the page carried twelve advertisements from local coal dealers.

Mr. Bruce Howarth has joined the city sales force of Miller & Richard. Mr. Howarth is a Torontonian by birth and has been connected with the printing industry in the Queen City for many years, having graduated as a journeyman printer before taking up the work of selling.

Archibald M. Bennet, for many years foreman of the pressroom of The Globe, Toronto, died on Sept. 26th, at his home, 17 Havelock street, in his 72nd year, after a lingering illness. Deceased was born in Glasgow, Scotland, and had been a resident of Toronto for the past 50 years.

John M. Imrie, former manager of the Canadian Press Association, now managing director of the Edmonton Journal, addressing the Canadian Club at Toronto Oct. 3rd, gave the members first hand information upon the oil and agricultural possibilities of the Peace River country.

At the luncheon, Wm. Findlay, Business Manager of The Globe, Toronto, introduced O. C. Harn, President of the A. B. C., of New York who stated that whether the Audit Bureau went to Montreal or Toronto, Chicago or New York, no differences were made, the object being to get the truth and publish it.

N.F. Caswell, of the Federal Printing Co., Toronto. has recently suffered the bereavement in the death of his wife. Previous to her health failing, Mrs. Caswell was very active in church work and was a member of the W.C.T.U. She was of a very amiable disposition and had a large circle of friends who deeply regret her loss.

On the occasion of recently severing his connection with The Globe after over 30 years of service, Mr. Robert McClary, formerly circulation manager, was presented by Mr. W. G. Jaffray, President, on behalf of the staff, with two pieces of upholstered furniture. Mr. Jaffray told of the length and cordiality of Mr. McCleary's relations with his colleagues on the staff, and of a real intimacy that existed.

The directors of the Audit Bureau of Circulation, generally known as the "A. B. C.," held their annual Canadian meeting in Montreal in Sept. It was stated that practically 100 per cent, of the Canadian publishers were members of the Audit Bureau, while a lesser percentage from the American publishers were members.

Knill-Burke, Inc. 110 W. 40th St., New York City, have been appointed special representatives for the Halifax Herald, Evening Mail and Sunday Leader. The Herald was formerly represented in the Eastern States by George B. David & Co. Inc., and in the West by A. R. Keator, Chicago.

George A. Martin, formerly with the Kitchener Telegraph, has been appointed editor of the Ontario Reformer, Oshawa. A. R. Alloway, editor for the past two years, has been made assistant manager of the Reformer Printing and Publishing Company, of which Charles M. Mundy is president.

Some extensive alterations are being made in the offices of the Guelph (Ont.) Mercury, which, when finished, will provide the publishers with a first-class newspaper plant. The job room has been removed to another building and the space is being taken for the editorial rooms. In addition, the front office is undergoing alterations necessary to modernize it.

In this column of our September issue we stated that J. J. Kerr was news editor of the "Standard-Sentinel," Kamloops, and that Charles Hunt, of the "Sun," Vancouver, was editor. This was incorrect, as Mr. Kerr is editor of the Standard-Sentinel, and Mr. Hunt has gone to the Salmon Arm Observer as editor.

Backed by Windsor capitalists, a new afternoon paper, the "Telegram," will be published in that city in the near future The company, which will market only a small percentage of the stock, has taken an option on the Frederick apartments, Ferry avenue. William Adams, former circulation manager of the old Windsor "Record," and Kenneth MacKay, also of Windsor, are organizing the staff.

Mrs. Marjorie F. E. Henry, B.A. one of the six woman barristers recently called to the bar is the wife of Dr. Willard J. Henry, whom she married while he was a member of the Flying Corps, and while she was in the second year of her law course. After an interval of a year, Mrs. Henry determined to complete her law course. She was in the honor class every year of her course, and was sixth in her last year. She is a daughter of Mr. George Brigden.

The Carleton Place "Canadian" says:—"Frank Munsey' a journalist of New York, is one of the half dozen magnates in the $200,000,000 ducat deal in Austria just noted in the papers. The C.C. knows Frank quite well, having been on intimate terms with him at a press meeting in Ottawa some years ago. It is a great thing to have rubbed up against and talked in comfortable tones to a great man. We hereby pass on the delightful sensation to all our paid up subscribers."

The Kingston "Standard" referring to our August article commenting on their composition of the Laidlaw advertisement says:—"This favorable comment is of course only one instance of the service and co-operation given to all advertisers in the Standard, but when the matter is taken up by such a publication as Printer & Publisher and commented on favorably, it shows conclusively that the ad. setting done in this office is equal to the work which is done in any of the larger offices and superior in most cases to the results accomplished in the majority of smaller newspapers."

Mr. Walter J. Ellis, the patentee of the Ellis "New Method" Embossing is again in England, and sends very good reports of the manner in which English printers are overcoming their difficulties. The war and the aftermath dealt them some severe blows, but with real British pluck they are getting into shape again and it can be seen that if at any time they were "down" they were never "out." Mr. Ellis has had to move his London office into more spacious quarters. The new address is: 46 Bedford Row, Holborn, London W.C.I., England.

The London (Ont.) Advertiser expects to move into its new premises on Richmond street, next to the Tecumseh House, shortly. The business and editorial offices will be all on the main floor, while the upstairs will be given over to the mechanical department where three open sides provide exceptionally bright and well-ventilated quarters. The conveyor from the pressroom will be so arranged that it will run direct to the mailing room at the rear of the first floor.

"The World" building at 40 Richmond street west, Toronto, has passed into the ownership of the London Guarantee & Accident Company, with offices in the Confederation Life Building. The new owners took possession on Oct. 1st, and will use the building for the offices of the company. This is the last act in the passing of "The World" newspaper, which went into liquidation some time ago. All the affairs of the newspaper have now been closed.

Roden Kingsmill, formerly with the Toronto Telegram and Globe as press gallery reporter at Ottawa, is to be the editor-in-chief of the Windsor Telegram, a new daily which will probably make its appearance about November 1st. Charles George, a former news editor of the old Toronto World, is mentioned for the associate editorship. A company has been formed with W. H. Adams, former business manager of the old Windsor Daily Record, as president. The paper will be independent in politics.

The staffs of the various departments of The Ottawa Journal Newspapers, with their families, numbering in all upwards of two hundred, participated in the annual picnic at Rockhurst, Que., on Saturday, September 10th. This annual Journal family affair, which has been conducted for several years, is considered by the management a most desirable feature in fostering th co-operative and community spirit throughout the organization. It is planned next year to make the outing a whole day affair.

It is interesting to hear of the phenomenal growth of the business of Wilson-Munro Co., Ltd., Toronto. At present they occupy the large three-storey building on York St., their well-known headquarters for many years past. In addition they carry large stocks in three other warehouses. The business situated in the heart of the printing and paper trade section of Toronto, is growing so steadily that of necessity and with a vision of the future, the company have purchased the fine large premises at 18-20 Duncan St., Toronto, which they will occupy on Jan. 1st., 1922.

Senator W. H. Dennis, late proprietor of the Halifax Herald and Mail, provided in his will for distribution of an estate totaling $761,361, a considerable part of which goes to employees of the Herald and Mail. Controlling interest in the Herald is given to the Senator's nephew, William H. Dennis, "in appreciation of his loyal services and tireless energy," as well as his devotion to the late owner. Thirty-five per cent. is to be held in trust for William Alexander Dennis, a son, and ten per cent. goes to a grandson. Employees who receive bequests are: Hiram Weit, $10,000; William R. McCurdy, $6,000; John Trider, $1,000; and Alice H. Houston, $10,000.

W. C. Cotton, barrister, of Montreal, has been appointed editor of the Maritime Labor Herald, a weekly which is to be published at Glace Bay, and which its Labor promoters hope to use in the coming Federal contest. Mr. Cotton has identified himself with the Labor movement and has been a writer on Labor topics. Rev. J. S. Woodsworth, of Winnipeg, was the first choice of the directors for the editorship, but he could not leave Winnipeg, where he expected, and has now obtained a Labor nomination for one of the city's Federal seats. The United Mine Workers control about 60 per cent. of the stock of the Herald.

The Halifax Standard, formerly the property of H.V. MacKinnon, has been acquired by a newly organized syndicate, the temporary officers of which include F. B. Black, of Sackville, N.B., president; D. King Hazen, of St. John, secretary-treasurer; and Rupert M. Rive, of Moncton, managing director. The acting management of the paper has been placed in the hands of Mr. Rive, who has already assumed his duties. Mr. MacKinnon remains with the company for a term of six months as advertising manager. The editorial policy of the paper will support the Conservative party.

At the annual meeting of the Toronto Typothetae held in September, the following officers were elected: D. S. Murray, president; J. C. Acton, vice-president; G. D. Thomas, treasurer; R. D. Croft, recording secretary. Executive committee: R. T. McLean, F. M. Kimbark, J. G. Wilson, W. B. Hanna, C. W. Rous, E. Kent, F. S. Thomas, W. L. Cope, T. S. Young. A sincere vote of thanks was given to the retiring president, Mr. Q. B.

Henderson, who made a few remarks expressing his appreciation and stating that he had enjoyed greatly the work he had done in connection with the Typothetae. The election of these officers does not in any way affect the personnel of the Toronto Defense Committee, which remains unchanged, and will carry on as before.

As a result of the work of the Agricultural Newspapers Section, of the Canadian National Newspapers and Periodicals Association, the Dominion Department of Agriculture has been induced to inaugurate an advertising campaign for the purpose of informing farmers all over Canada as to the programme of the Department, the work that is being done in the interest of agriculture in Canada, and telling them how they individually may utilize the facilities of the Department to their own benefit. An initial campaign of 4,000 lines for the Live Stock Branch, the copy appearing in every agricultural newspape· in Canada, has been started, and it is hoped to extend it to the other branches of the Department.

The Kingston "Standard" with its Wednesday, Sept 14th. edition, presents an unusually successful number, from both standpoints, editorial and advertising. It was entitled, printed in red ink on page one: "Kingston's Co-operative Fare-Refund Edition." By a co-operative arrangement merchants agreed, as a special enducement to out-of-town trade, to refund the fares of all patrons who came from specified points, providing their total purchases, amounted to sums designated in a large full page ad. in the press. The idea created more or less competition among the merchants, but this was all the better for those who had to buy, as it meant genuine bargains in every line of merchandise. Prices in many instances were much lower than they had ever been made anywhere on standard brands of staple and seasonable goods.

An interesting link with the days of William Lyon Mackenzie was shown at the convention of the South York Liberals on Oct. 1st at the Labor Temple. It was a type cabinet which was used in the printing office of Mackenzie when he conducted a newspaper which played a prominent part in the fight for a responsible government. The cabinet is still in active duty at the Canada Stamp & Stencil Company, corner of Dundas street east and Bond street. It bears the following words written on the back: "William L. Mackenzie, Toronto, Canada, via Niagara Falls R.R. and steamships from Lewiston." It is still in good condition. Mr. C. Gripton, manager of the company, explained that the cabinet had come from the office of Dudley & Burns, pioneer printers in Toronto.

The Canadian Pulp & Paper Association has issued a statement in regard to Canadian newsprint in the American market for publication in American trade journals devoted to the newsprint publishing business. The statement gives particulars of the capacity production of the Canadian mills and of the large proportion of the output of these mills which is purchased by the U.S. publishers. It points out the advantages the Canadian mills can offer the U.S. publishers, advantages which it is claimed, outweigh the question of cheapness, especially when the latter is dependent upon a debased currency which can only be of temporary duration, and expresses confidence that U.S. publishers will examine the question on its merits in its broadest aspects and with intelligent judgment.

Miller & Richard have been appointed by the Miller Saw Trimmer Co. of Pittsburgh, Pa., their Canadian Agents, and saws and feeders bearing the latter's name are now being distributed by Miller & Richard. The mechanical accuracy of the Miller Feeder together with the improved ink distribution and other aids supplied by Miller accessories make possible the production of the highest grade half tone and close register work, hitherto considered impracticable with Platen Presses. The Miller products are to-day saving time and labor and creating profitable business for thousands of users. Miller & Richard have on exhibit at their Jordan Street warehouse, a 10x15 and also an 8x12 machine with envelope attachment, the latter handling envelopes at the rate of 3,000 per hour.

The Kitchener-Waterloo Daily Record lately adopted a noved method of securing publicity and popularity. The issue of Sept. 30 announced that the paper would be "at home" to its friends and patrons that evening from 7.30 to 9.30 and invited them to come and inspect the various departments of the "Twin City's Favorite Newspaper." The experiment turned out a notable success. A large number of the paper's readers from Kitchener and its vicinity thronged the offices and inspected the various sections of the plant, including the composing room, the linotype machines, the wonderful mechanism of which caused many exclamations of surprise, the monotype type-setter, the metal furnace, the Hoe press, and the mailing room. So popular did this first "at-home" prove that it will no doubt be repeated in the early future.

The Intertype Corporation will be represented at the United Typothetae Convention to be held in Toronto the week commencing October 17th by its Vice-President, G. C. Willings, the assistant to the Vice-President, T. W. MacElwee, and representative H. W. Coleman. In addition its Canadian representatives, the Toronto Type Foundry Co., Ltd., with its headquarters in Toronto, will have their entire force on hand and will have on display, at their warehouse, corner York and Wellington Streets, Toronto, a Model D-sm Intertype as well as one of the standardized models with the units for demonstrating the quick-change features and standardization of the Intertype machine. The office and warehouse of the Toronto Type Foundry Co., Ltd., will be open every evening of the convention as well as during the day to afford the visiting members an opportunity of seeing the display of Intertype machinery without the necessity of being away from the convention.

Thomas McLeay Graham, vice-president of the Montreal Star Publishing Co., died on Sept. 12th last. Although the funeral was private from his residence, 307 Girouard avenue, Notre Dame de Grace to Mount Royal Cemetery, practically the whole staff of The Star, The Family Herald and Weekly Star, and The Standard were present to pay their last respects to his memory. Comrades of his early days, men who had been in The Star service for thirty, forty and fifty years silently filed past his flower-covered bier and took a farewell look at the features they had known so well, and many a tear was shed as the Rev. Dr. G. Duncan, of St. Andrew and St. Paul, proceeded with the simple but impresive service. And many life-long friends joined in the tribute that was paid to one who was a genial, unassuming and generous companion, whose passing will be mourned by scores he had helped of whom his most intimate acquaintances did not know.

In the "Personal Side of it" column of the September issue of "The Canadian Printer and Publisher," there appeared a small item with reference to an advance of 30 per cent. in the cost of "patents" in the West, which may possibly have given a wrong impression to those unacquainted with the reasons for the advance. We have been informed that a western ready-print firm, in an endeavor to secure business, has been for some time following the unwise policy of cutting prices to a point below the cost of production. In fact, it is stated that in many cases ready prints were supplied at prices which would not cover the cost of the paper. A suicidal policy of this kind could only have one ending, and the firm in question no longer supply ready prints, whereupon the firms who, in order not to lose their trade, had followed in the mad career of downward prices, advanced their rates as stated for all new contracts. We understand that this advance did not bring prices to anything like the prices that cost of production would justify.

The members of the Toronto Women's Press Club visited Galt on Saturday, Oct. 1st, having been invited to luncheon by Miss K. Fleury Jaffray. Met at the train by Miss Jaffray and two of her friends, Mrs. Robert O. McCulloch and Mrs. L. L. Lang, the visitors motored to all the most interesting spots in and about Galt, through its 88 acres of park lands, including the new Soper Park; to the fine new Nurses' Home, past Miss Wilkes' stock farm to Preston, and back for lunch to the Golf Club, which stands on a height of land looking over the windings of the Grand River. Speeches brightened the luncheon hour, and several of the speakers made graceful allusion to their hostess' column in The Galt Reporter, congratulating her on its quality and the results it has achieved. Included among the Galt ladies whom the Press women had the pleasure of meeting at luncheon were: Miss Minnie Jaffray, Mrs. William Philips, Mrs. Lang, Mrs. Robert McCulloch, Mrs. A. P. Gundry, Mrs. Arthur Spotton, Mrs. A. M. Edwards, Mrs. James S Wardlaw and Miss Perry.

The Hill-Curtis Co., Kalamazoo, Mich., have issued a most attractive folder entitled "A New Arrival." The circular deals with the new Trimosaw, and as described, immediately impresses you as one of those rare cases where genius seizing on an ideal has had the courage and fortitude as well as the moral and physical determination to vitalize that ideal into its concrete expression, i.e. a perfect machine. There is not a single feature which represents an afterthought. It stands out conspicuously for its sheer efficiency and practicality and as in all other well-conceived and developed objects the result is accompanied by beauty of line. It is manufactured in two models, one complete with drill, jig and router head, and the other known as the "Junior," a complete saw trimmer. The Toronto Type Foundry Company Limited, Toronto, have been appointed the sole Canadian Agents for the Trimosaw, and have machines on exhibition at their warehouse, corner York and Wellington Streets.

Boost the "Home" Market

Every newspaper has a real duty and service to perform in the interests of the "home town." The "Cambri Clarion" published an editorial in its issue of Sept. 8th, that will be interesting to other publishers. The editor gets behind the business man and such leadership as is manifested in this editorial cannot help but be beneficial to merchants and customers alike.

"These days when wheat is steadily being hauled to town and a little money is in circulation, a timely suggestion to those with the "ready" might be offered without giving offence. The farmer who does not owe money at this particular season of the year is indeed an exception. Collectors are out as thick as bees and all have legitimate claims. There are many creditors, however, who refrain from putting a collector into the field but whose claims are equally deserving of attention. We have reference to the local storekeeper. If there is any money to hand out he is morally entitled to first consideration. In previous years and in numerous instances such consideration has not been shown. The man who has kept the table supplied with the real necessities of life has had to wait. A fair distribution of money amongst creditors has seldom been considered. The company employing the collector who has used the most domineering tactics has usually grabbed the bag, and his friend of the milder disposition has been left to hold the baby for one more year. Let us hope that this fall the farmers who have been formerly flim-flammed into handing over everything to the Big Interests will make an effort to see that the men who have enabled them to keep body and soul together will not be completely left out in the cold. From a purely business point of view it may be argued that the Big Interests and the struggling local storekeeper have equal claims upon their debtors. From a moral standpoint the latter is entitled to more consideration for has he not spent many sleepless nights devising ways and means whereby he may continue giving credit to those already deeply in his debt. and at the same time make the necessary arrangements with wholesale merchants so that it may be possible for him to remain in business."

Following the publication of the above in the paper, additional copies were printed and mailed to every merchant in the constituency, accompaneid with this little message:—

"Dear Sir:—Here is a copy of an editorial which appeared in "last week's Cambri Clarion. The argument is very much to "the point without giving offence. It has been most favorably "commented upon by farmers and others. A clipping of this "sort, attached to your fall accounts may be just the thing you "are looking for. If so, we will be pleased to send you post "paid 100 copies of this clipping for $1.00, and for each addition-"al 100, 50c. How many will we send you? Yours respectfully.

THE CAMBRI CLARION."

All But the Cash Right There

To each renewal notice one publisher adds this postcript:

If you have no fault to find with our dealings with you, please pin a two-dollar bill to this letter and return to us.

An arrow points from the words "pin a two dollar bill" to a pin stuck through the paper in the left margin. The results from the use of this plan were very good, for a profitable proportion of the recipients returned the letter with a two-dollar bill pinned to it.

Automatic Machinery in the Printing Business

(Continued from page 48)

All paper makers are on record (by demanding an extra price therefor) in their dislike for odd and special-size papers.

And the press builders and folding machine manufacturers assure us of their whole-hearted co-operation in the attempt to standardize their product.

The whole trend of the times is toward the greatest economy in production costs as one of the means whereby we may return to "normalcy."

You are a very logical group to join hands with the U.T.A. in standardizing paper, machines, and so forth, and thus increase production at a decreased cost.

I believe each of you should use your influence in your respective plants, along these lines:—

1. Plan and assist others to plan the use of only standard papers handled in standard ways.

2. Use your influence to prevent the purchase of additional equipment unless its permanent need is clearly indicated. Then get the best and equip it with automatic feeders or attachments.

3. Use all reasonable efforts for "scrapping" old, obsolete or little used machines, rather than to "trade them in" or let some other printer have them.

Now I don't imagine that my friends among the machinery manufacturers will immediately approve these suggestions, although they will result in ultimate good to all concerned, but I am hopeful that some of these suggestions may be of benefit to you as you return to your various positions of responsibility.

Why I am a Compositor

(Continued from page 49)

be able to afford. See yourself in your own cosy home. See yourself a person of influence in the profession. See yourself engaged in a line of work where you will not fear the loss of a job.

A Definite Aim in Life

Paint this mental picture through the powers of your imagination, and it will turn into a beautiful picture of desire. Use this desire as the chief object of your concentration and see what happens!

It may take all of ten days to establish this desire. Again it may take but one day. That will depend upon how well you perform the task. However long it takes, stay with it. You will find that this desire will give you a definite aim in life, will create ambition which, in turn, will strengthen your power of concentration. You will have laid the foundations for success—and laid them right.

In speaking of these things I beg to be absolved from the suspicion of a presumptiousness indicative of an overweening vanity; that I wish to impress upon you the belief that my ideas and opinions are of such transcendent value as to be considered "Authoritative."

But this I do know; that there is a power back of desire that will carry you through life and be the greatest help when things go wrong. Without it you are merely existing. But yet it may be a desire for something really worth while—a great advertising manager, for instance. Life is decided by margins. The margin between success and failure is often small. It is not so much a matter of greatly superior ability as what you have done to develop your ability.

If I Advertised?

"And prided myself on being right up to the minute, instead of sending out the customary calendar on the first of the new year, I would send out on the first day of 1922 a one calendar sheet for the year 1923, bearing the slogan, "I'm always a year ahead."

The average man is deluged with current calendars, but he usualy has a hard time finding a calendar for the year ahead. My calendar would not be thrown away, I'm sure, and would probably be kept for two years."—Tress.

THE SCOTT MULTI-UNIT QUADRUPLE PRESS

Prints a four, six, eight, ten, twelve, fourteen or sixteen page newspaper at a running speed of thirty-six thousand per hour. It will also print a twenty, twenty-four, twenty-eight, and thirty-two page paper at a running speed of eighteen thousand per hour, delivering all products folded to half and quarter page size, as desired.

ADDITIONAL UNITS CAN BE ADDED

at any time, converting press into a Sixtuple and Octuple Press without stopping press for a single edition.

THE DETROIT NEWS, DETROIT, MICHIGAN

installed a battery of twenty-four Scott Multi-Unit Presses. This is without exception the finest newspaper plant in the world and worthy of your inspection.

NEW YORK OFFICE
1457 BROADWAY

WALTER SCOTT & CO.

CHICAGO OFFICE
1441 MONADNOCK BLOCK

MAIN OFFICE AND FACTORY: PLAINFIELD, NEW JERSEY, U.S.A.

WRITING FLUIDS

DRY COLORS VARNISHES

LITHOGRAPHIC AND PRINTING INKS

Jay Printing Ink Company, Inc.

Main Office and Factory

263 Water St., Brooklyn, N.Y.

Branch Offices

125 North Wells Street - - Chicago, Ill.
16-18 North 14th Street - Richmond, Va.
151 Minna Street San Francisco, Cal.
EXPORT OFFICE
17 Battery Place, N. Y.

Printing and Lithographing Machinery of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.

409 Ninth Avenue, New York City

2 Blocks from Penn Station

"World" Building Sold
We Must Move Plant

Balance of equipment must be sold immediately — Printers and Publishers

Act Promptly and Save Money!

The Canadian linotypes offer a splendid opportunity for publishers of weekly papers desiring to get away from hand composition of news matter. These machines were in constant daily use up to the time of the World's suspension.

A complete list of the plant for sale and prices:—

COMPOSING ROOM

4	Canadian Linotypes, each	$400.00	
	Quantity of Type Cases, each	1.00	
8	Iron Type Racks, each	15.00	
1	Machinist's Bench		15.00
1	Zinc Top Table		5.00
1	Zinc Top Bank, with storage cabinet		25.00

PRESS ROOM

2	36-page Duplex Presses, 2, 50 H.P. Motors (Battle Creek Motor & Jenny Motor Co., Indianapolis), 1 Switchboard (Jenny Co.) controlling motors	$30,000	
2	Sets Special Grids—to order	100	
68	Composition Rollers, assorted	1,200	
24	Assorted Parts, gears, etc.	250	
13	Cutting Rubbers at $2.00	26	
1	Brown Newspaper Folding Machine	200	
1	Two Revolution Whitlock Cylinder Press, bed size 58" x 42' in running order, with complete set roller stocks and rollers		800
1	5 H.P. Jones & Moore Electric Motor, direct current, 250 volts, connected to press		200
2	3 H.P. Motors (old style), direct current, 250 volts, each		150

STEREOTYPING DEPT.

1	Junior Autoplate Machine for casting plates for Web press (7 cols. x 20"), 1 6-ton Metal Pot and Motor included	$6,000	
1	Auto-Shaver Machine for Shaving plates for Press with motor	1,500	
1	5-col. Flat Casting Box	50	
1	Hand Casting Box for Curved Plates	200	
1	Matrix Rolling Machine, with motor	1,375	
4	Stereotypers' Steam Tables	1,000	
2	Steam Table Aprons	100	
24	Metal Pans for casting ingots for linotypes, each	1.50	
1	Bull Ladle for Metal	10.00	
1	Small Metal Ladle	5.00	
2	Cork Moulding Blankets, each		5.00
2	Tool Cabinets and Tools for Machines, each		5.00
1	Elevating Make-up Table		10.00
1	Coal Heated Metal Refining Pot, 1-ton, built in		50.00
4	Cotton Belts for Autoplate Machine		12.00
25	Metal Clothes Lockers for Workmen, each		5.00
1	Ventilating System, composing and stereotype rooms, including motor		1,200
2	Oil Tanks, each		5.00
2	Warehouse Trucks		8.00
1	Platform Scale, ½ ton		30.00
2	Wheel Trucks		20.00
1	Vise for Pipe		5.00
1	Iron Tripod, 8 feet		20.00
1	Wall Clock		10.00

This equipment is quoted at these remarkably low prices for a quick clearance.

For further particulars call, wire or write

W. J. Darby
THE MAIL PRINTING CO.
TORONTO, CANADA

HOME TOWN PAPER WEEK

It is very rare that the average newspaper boosts its own business, but it gives quantities of space in boosting the affairs of others. Someone suggested it was time for the newspapers of the country to adopt a week in which their own business should be given precedence, and the "Canadian Printer and Publisher" thoroughly endorses the idea. The date set is the second week in November, from the 7th to the 12th, including that great world event, Armistice Day. The official title for the week will be "Subscribe for Your Home Town Paper Week." Thousands of papers will join in this event. Every paper in every city, town and village in Canada should join in this movement. Hundreds have already commenced boosting their Home Town Paper Week.

YOU GET BUSY, TOO

Every man, woman, boy and girl in your town reading your paper.

The Value of Courtesy in Business

There must be efficiency if a business is to be a success, but there is a point beyond which efficiency cannot go. It is not enough that the mechanics of business shall be run on up-to-date principles. The human element must be given due consideration.

After all, business is really a great social game. Business is the greatest "mixer" there is. It does more than anything else to bring us into contact with our fellow men; to widen our acquaintanceship and pleasures.

It is in the pursuit of his business that a man meets the world, and nowhere better than in business is the principle of the old maxim better exemplified: "Smile, and the world smiles with you; weep, and you weep alone." Courtesy always pays. It pays in individual relationships; it pays in business. Everybody who gives the matter a thought must see how enormously real courtesy, which may be defined as contagious friendliness, helps to build up business.

We don't care who the individual is, if he shows true courtesy he helps himself and he helps the business he is connected with. For instance, we have often been put into good heart and fettle by the cheerfulness and courtesy of an office boy, and again and again we have seen such office boys reap the benefit in advancement.

On the other hand, how a bloodless kind of clockwork service, or a sort of suspicious austerity, repels the individual and kills business! You have probably read some warm-hearted, inviting advertisement for a store, and have gone into that store expecting to be met in the same spirit only to find your ardor dampened, and your enthusiasm congealed on the threshold by a stand-offish or automatic individual who seemed to radiate passive resistance. Many a man has walked out of a store or business office without doing the business he intended to do because of that; and many more have transacted the business with a mental vow never to patronize the firm again.

All for the want of courtesy.

How happy are the relationships of men in an organization permeated with what the French call, in happy phrase, "*esprit de corps.*" Why should we not all try to make that "*esprit de corps*" extend beyond our immediate friends to the great human family? There is no need for subservience. That only breeds contempt. But courtesy—surely we all owe that to each other.

Courtesy in business means prompt attention to the legitimate demands that are made upon us. It means meeting patrons at least half way—giving them with cheerfulness and with an evident pleasure in service on your part what they want—not making them win you to the performance of that service in spite of a cold stare, a cynical indifference, or a feigned preoccupation.

There is an old-fashioned tradition, especially in great business institutions and in those which smack of being "professional," that the proper attitude is to be aloof, condescending, or indifferent to the mere public. All this is out-of-date. This is a democratic age, and ours is a democratic country. We meet each other as friends, no matter to what station we belong. And any man who sells service should render that service readily and cheerfully. Service cheerfully rendered is an important factor in business building.

Opens New Studio

H. D. Cantlon, for two years Service Manager with the Consolidated Advertising Service, Toronto, has resigned his position, and will enter business with H. W. Cooper as Cantlon & Cooper, opening a commercial art studio at 66 Bond Street.

H. W. Cooper, who has been with Consolidated for 18 months, since returning from overseas, has a very high reputation as a black and white artist among advertising men in Toronto. He was at one time with Gibbons, also with Brigden's, and for a while conducted a studio of his own.

Mr. Cantlon who is conceded to rank very high among copy men in Canada, has also paid a great deal of attention during his 12 years of agency work to the illustrative end of newspaper copy, and it is in this line of work that the new organization will specialize.

Phone Adel. 5458 *Night Phone Jct. 2987*

REBUILT MACHINES

have been purchased very readily by the printers during the past few years, so much so that the market is light. Should you need such, better order now while there remains a selection to choose from.

No. 521—24½ x 31 Scott Drum Cylinder, latest type press.
No. 486—18 x 22 Caxton Platen Press.
No. 522—14 x 22 John Thompson Press, with fountain, trip, double inking device, and counter.
No. 438—13 x 19 C. & P. Style Gordon, with treadle and power fixtures.
No. 520—10 x 15 Challenge Gordon, power fixtures, treadle, etc.
No. 519—10 x 15 Universal, complete.
No. 517—10 x 15 C. & P. Style Gordon, with treadle and power fixtures.
No. 507—10 x 15 C. & P. Style Gordon, with treadle and power fixtures.
No. 487—10 x 15 Colts Armory.
No. 510—8 x 12 W. & B. Gordon, with treadle and power fixtures.
No. 493—7 x 11 C. & P. Style Gordon, with treadle.
No. 484—7 x 11 Beaver, with throwoff.
No. 480—7 x 11 C. & P. Style Gordon, treadle and power fixtures.
No. 478—7 x 11 Pearl No. 11, with treadle and power fixtures.
No. 514—10 x 33 Roller Proof Press.
No. 502—16″ Challenge Lever Paper Cutter.
No. 497—19″ W. & B. Lever Paper Cutter.
No. 488—26″ Golding Lever Paper Cutter.
No. 439—19″ W. & B. Lever Paper Cutter.
No. 492—24″ Franklin Perforator, with treadle.
No. 472—30″ Stimpson Perforator, with treadle.
No. 471—Rotary Power Perforator, Hansen.
No. 442—24″ Rosback Perforator, treadle.
No. 512—No. 7 Brehmer Wire Stitcher.
No. 397—¾″ New Jersey Wire Stitcher.
No. 496—3 x 2¼ Die Embossing Press, new.
No. 461—32″ Cloth Piper Ruling Machine.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

130 West Wellington Street, TORONTO

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Mono-Lino Typesetting Service

Monotype—Linotype—Ludlow

Composition—Make-up—Lock-up
Body and Display Type
Leads, Rules and Furniture

We have the largest and best equipped typesetting plant in Canada operating night and day.

No job too large—no job too small—no job too intricate. Estimate furnished on request.

English Translated into French or Spanish.

Mono-Lino Typesetting Co.
Limited

No connection with any Printing House

agents for Ludlow Typograph and Elrod Slug and Rule Caster

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE — HANDFED FALCON PRESS, little used and in excellent condition; no broken parts Price $600 f.o.b. Will trade. Derrick, Bremen, Ohio.

NEWSPAPER PLANT, SUITABLE FOR printing small newspaper, for sale. Formerly used for Chatsworth News. Howard Fleming, Owen Sound. (p.10p.)

JOB PRINTING OFFICE AND NEWSpaper business for sale in flourishing town. Fullest investigation. Box 802 Canadian Printer and Publisher. (p.10p.)

NEWSPAPER PLANT CHEAP, FOR CASH Steady, paying business in good town on Edmonton-Calgary, C.N.R. Plant is in first-class shape. Town is progressive and wants to keep newspaper. A $2,500 proposition. What is your offer? Reply box 804, Canadian Printer & Publisher. (p.10p.)

YOUR DEPARTMENT OF SERVICE

Printer & Publisher

Classified Advertisement Section

143 University Ave., Toronto

Phone: Adelaide 5740

OPPORTUNITIES

MONOTYPE KEYBOARD OPERATORS OF ability always in demand. We offer you the opportunity to better yourself. By attending one of our schools for a few months the compositor fits himself for a position with better pay, better working conditions and a chance for advancement. We are selling keyboards as fast as we can make them, over 50 per cent. are for new plants, which means more operators wanted. Free Schools in Philadelphia, New York, Chicago and Toronto. Write the city nearest you for information. LANSTON MONOTYPE MACHINE COMPANY. P.9.P.

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Write for detailed information. Sent by return mail. Write and write now. Box 703, Printer and Publisher. (pmp)

Are You Able to Turn Your Spare Hours into Dollars?

If not—and you are really trying to cash in on the spare moments you have—if you have made up your mind to sail in and actually increase your monthly income without hindering your regular work — you surely want to hear about this plan. Write for complete details to

Box 700
Printer & Publisher

WANTED

COMPOSITORS

TORONTO SATURDAY NIGHT HAS REorganized its mechanical staff and is now operating as an Open Shop with non-union foremen. We shall soon occupy our new Composing Room which will be one of the largest and most up-to-date in Canada, and shall be needing, from time to time, the services of skilful ad setters and job compositors. Write us in confidence about yourself and your present work and we shall keep your name on fyle ready to put you in touch with opportunities that occur in our plant from time to time. Saturday Night Press, 73 Richmond Street., West, Toronto.

POSITION WANTED

GENERAL JOURNALIST WANTS WORK: —Editor, Reporter, Circulation, Advts. Wide experience before war, since "free lancing." Seeking weekly, trade journal or daily opening west Winnipeg. Congenial position more than large salary. Just here from Montreal. Going remain, desirous settling down quickly. Will consider anything: livable wages. Edward Ward, General Delivery, Winnipeg.

WANTED—A PLATEN PRESS OF 14" x 22". State price, location, age and what kind. Write to Mr. Man, P. O. Box, 636, H.-V., Quebec

GOSS

The Name that Stands for SPEED— DEPENDABILITY— SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 West 42nd Street

The Goss Printing Press Co., of England, Ltd., London

COMPOSITORS

---- and ----

MAKE-UP MEN WANTED

For large, old established shop.

Good wages and conditions:

Open shop.

APPLY BOX 800

PRINTER & PUBLISHER

Yes, You Can Write Stories, too!

Short Story Writers are Highly Paid!

The big city dailies, the popular magazines, publishers everywhere are on the lookout for men and women who can write short, interesting stories. Leaders in this field name their own prices. Talent is handsomely rewarded.

MAKE UP YOUR MIND TO GET INTO THIS independent, highly lucrative profession.

If you like writing, that is all that is necessary. Our Short Story course will develop your ability. We can teach you in a few months to write saleable stories and tell you where to sell them.
Our instructor is the greatest authority in Short Story Technique in America. Our Course is endorsed by Canada's greatest literary critics—Editors, Authors, Educators.

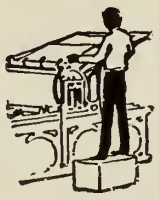
Get full particulars of our course. Fill in name and address—cut out and mail this ad today. We also teach Commercial Art, Advertising and Show Card Advertising, Business English.

Name .. ..

Address. .. ...

Shaw Correspondence School
46 Bloor Street West
Toronto {Dept. P.P.} Canada

A Press in Action--



is the only kind that pays dividends!

But unfortunately, sometimes a press is held up owing to motor troubles. When this happens you can not be too particular about the firm you call in to do the repair work. The main point to consider is a high class job, done rapidly. This is the kind of service we can guarantee.

Specialists in
MOTORS
GENERATORS
CONTROLLERS
STARTERS

A thorough acquaintance with all types of motors enables us to locate trouble and make spare parts in *quick order*.

PHONE OR WRITE FOR INFORMATION

The Leslie Electric Co.
74 Grange Ave., Toronto
Telephone Coll. 490

TWO REASONS WHY

I.—THE FINAL HOOK

The worm or screw gear is in the center of the hook. This both propels and holds the hook. At all times, three teeth engage the rack on one side and two on the other. Stress in holding plates is always horizontal. Engaging and holding surfaces are vertical.

II.—POSITION OF RACK

The bevel gear or rack is in the center of the groove. This construction is more desirable than that in which the rack is at the bottom, because stress is equalized.

WESEL

FINAL BASE *and* HOOK

THE holding action of the Wesel Final Hook is mechanically positive. It is not dependent upon wedges, springs or friction. Five teeth of the propelling worm or screw engage the rack at all times. Therefore stress is distributed equally among five points of contact.

The utilization of this simple mechanical principle provides an element of absolute security to every user throughout every press run. This is an advantage exclusive with the Wesel "Final" Plate Mounting System.

The Wesel Final Base is but one of our products. We manufacture Machinery and Equipment for Photo-Engravers, Electrotypers and Stereotypers as well as for Printers. More than 40 years' experience plus an intimate knowledge of the needs of the printing and allied industries equips us to render complete and intelligent service. Consult WESEL on your mechanical equipment problems.

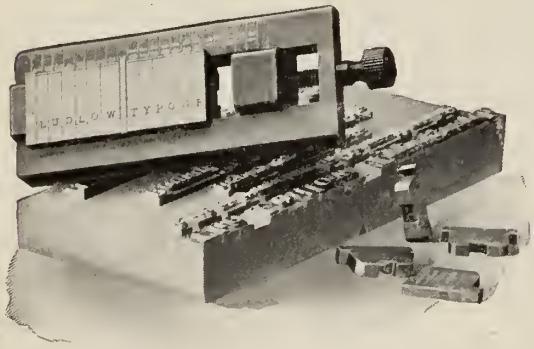
F. WESEL MANUFACTURING CO.
72-80 Cranberry St., *Brooklyn* ***Chicago*, 1654 Monadnock Bldg.**

The Ludlow makes the composing room pay a profit—

The Ludlow System of Display Composition takes the smallest floor space. Your compositors all can use the Ludlow without special experience — it is the compositor's natural method.

12 to 60 pt.

All without any machine change



Ludlow Stick, Composition and Matrices

Canadian publishers and printers find the Ludlow as great a boon as the publishers and printers of the States.

The Ludlow System of display composition is the fastest, the most complete and the most economical for newspapers, commercial printers and trade composition plants.

With the Ludlow you put your composition on the all-slug, non-distribution basis. Always plenty of material, no matter what size or face—and Ludlow Italics are the only full cut italics with kerns that are unbreakable.

There are so many reasons why you should have the Ludlow at work in your plant, and if you knew the startling facts, you too, would have a Ludlow.

At the U. T. A. Convention —the Ludlow is on show at the King Edward Hotel. Take a few moments to see for yourself.

Ludlow Typograph Company

General Office and Factory:
2032 Clybourn Avenue Chicago, Illinois, U.S.A.

MILLER Automatic Feeders and Saw-Trimmers are now sold in Canada exclusively by the old reliable British firm --Miller & Richard.

See their Special Exhibit at the King Edward Hotel during the Typothetae Convention

United Typothetae Visitors to Toronto

are cordially invited to attend the largest display of up-to-date printing machinery in Canada

THE keystone on which the United Typothetae structure is built is the fact that "Breadth comes through new ideas." Stock up with Canadian printing ideas by paying a visit to our showrooms during the U. T. A. Convention. For the entire week of October 17th we will have in full operation, printing and bindery equipment that reflects high credit to Canadian progressiveness. Requirements for your convenience will be anticipated. Make up your mind to see this exhibit.

"Everything for the Printer"

Toronto Type Foundry Company
LIMITED

120 Wellington St. W., Toronto, Canada

Branches: Montreal, Winnipeg, Regina.

For the Convenience of Those Attending

The Typothetae
Convention

We will keep our warehouse open every evening during week of Oct. 17th

Among the numerous machines shown in operation will be—

The Miehle Vertical
The Intertype D. S. M.
The Kelly Press
The Seybold Cutters
The Trimosaw
The Chandler & Price Presses
The Hacker Plate Gauge
The Boston Wire Stitcher
The CAMCO Continuous Feeder

"Everything for the Printer"

Toronto Type Foundry Company
LIMITED

120 Wellington St. W., Toronto, Canada

Branches: Montreal, Winnipeg, Regina.

Just Call
Adelaide
1028

CANADIAN MADE

BOOK PAPERS

A Size, Weight and Quality to Meet Every Requirement of the Printer

A more complete line never shown in Canada right on our floors—ready for delivery.

M. F. and S. C. in all standard sizes and weights. Deckle Edge Papers—white and colors.

LAID OR WOVE TEXT

Featherweight, Program, Coated Book, Litho and Ontario Offset.

Hall's Service Means Delivery the Same Day Order is Received. The Black Price Book Means Up-to-date Paper Prices at All Times.

FRED W. HALLS PAPER CO. Limited

257 Adelaide St. West. - Toronto, Ontario.

KRYPTON SUPERFINE L. RECORD ROYAL RECORD

ORGANDIE GENOA TRIBUNE

WE SPECIALIZE
on
MADE IN CANADA
STANDARD MILL WATER-MARKS

COMPLETE STOCKS CARRIED

Ready for Same Day Shipment

UNITED PAPER MILLS LIMITED

TORONTO HAMILTON

BELL FAST EARNSCLIFFE

COLONIAL PROGRESS EMPIRE

HOLLISTON
BOOK CLOTHS

HOLLISTON FABRICS possess superior strength and wearing quality, combined with attractive appearance. They are easily stamped and worked in the bindery.

Whether it be for SCHOOL TEXT BOOKS or any class of bookbinding there is a fitting and satisfactory binding at your disposal.

The following are two of their most popular lines specially suitable for economical binding of small book work and general job binding.

Rex Vellum

A low price cloth of splendid wearing quality. Can be had in a large range of colors in the

VELLUM FINISH ALSO IN THE T AND SILK PATTERNS

Sterling Linen

Specially manufactured to meet the demand for a Practical Binding cloth at a minimum price.

TWELVE COLORS IN THE LINEN FINISH ONLY

You are invited to consult us any time a Book Cloth question arises.

Sample Books Furnished

THE WILSON-MUNROE CO., LTD.

SOLE CANADIAN AGENTS

TORONTO - - - ONTARIO

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 75 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade

Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Federal Paper Co., Montreal, Que.

MANUFACTURED EXCLUSIVELY BY

The Cromwell Paper Co.

Mill and Ma in Office
Jasper Place
Department P.P. Chicago, U. S

The Don Valley Paper Co. Limited
TORONTO

Covers *Specialties*

ANTIQUE COVER THORNCLIFFE COVER TYMPAN
EMPIRE ROPE BRISTOL SULPHITE ENVELOPE
MAPLE LEAF BRISTOL MANILA ENVELOPE
POST CARD BRISTOL SULPHITE TAG
BEAVER BRISTOL MANILA TAG
CHOCOLATE LAYER BOARD

Don Valley Paper Co.
Toronto, Canada

Britannia Bond

A scientifically developed paper of extraordinary printing quality, providing the alert printer with the means of turning out the highest class of printing.

Samples gladly sent on request.

W. V. Dawson, Limited

MONTREAL

TORONTO OTTAWA QUEBEC

Made in Canada

DRAWN

LEADS

AND

SLUGS

24c. lb. IN STRIPS

29c. lb. LABOR SAVING

SPECIAL PRICES ON OVER 500 lbs.

(5% discount 10 days; net 30 days, F. O. B. Toronto)

THE · DE CARLE · TYPE · MAKERS · WAREHAM · CO.

74 Market Street, Toronto, Ont.

ELECTIONS

Every ***Printer*** would be well advised to stock up now with the following, for above

Poster Papers in good colors,
White and Colored Bristols,
Blanks,
M. F. and S. C. Book.

Samples and prices submitted on application

Beveridge Supply Co. Limited

628-630 St. Paul St. W. Montreal P. Q.

The Save-Time System of Printing Plant Equipments
Made-in-Canada, in Either Wood or Steel, and Sold Direct from Factory to Plant

WHEN in Toronto see our Modern Printing Office Furniture in use at the Toronto Typothetae School of Printing, 102 Adelaide Street West. Mr. J. L. Pepper, who is the designer of our equipment and Principal of the School, will be pleased to explain the most modern composing room methods obtainable by the use of our Made-in-Canada equipment.

Printers Ideal Equipment Manufacturing Co., Quebec, Que.
Address all Correspondence to Toronto Office, 602 Lumsden Bldg., Toronto, Ont.

Printers Wanted

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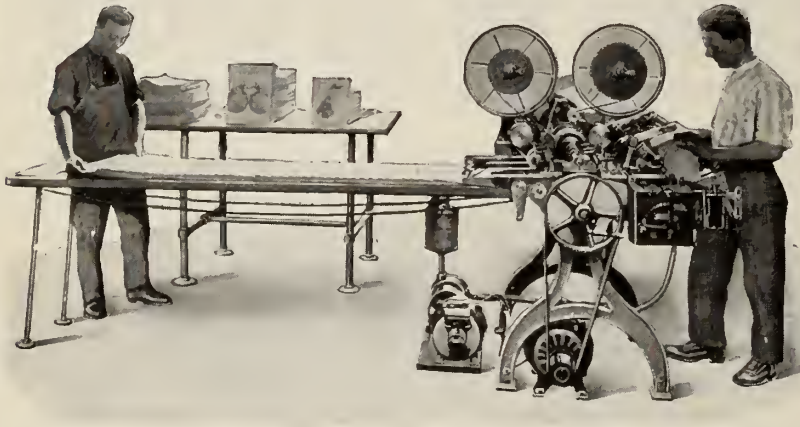

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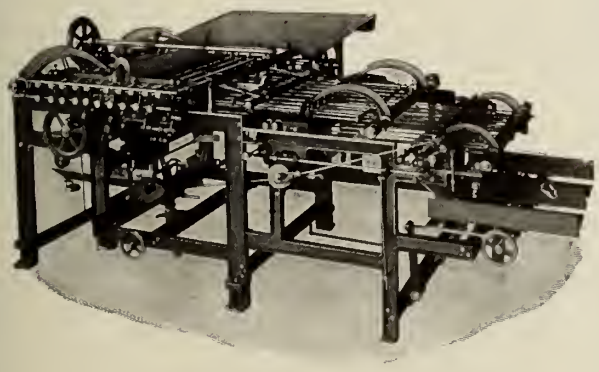

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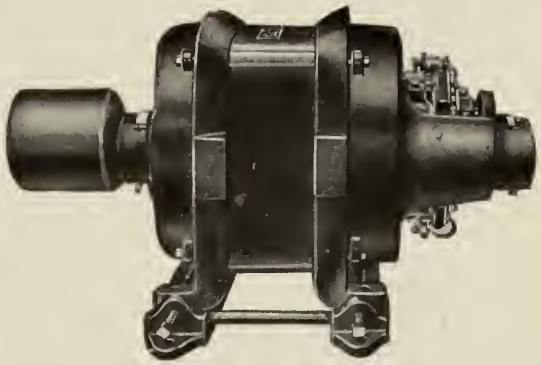

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Westman & Baker Limited, Toronto.

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Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

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(See also CUTTING MACHINES)
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Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Liberty Folder Co., Sydney, Ohio.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
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Westman & Baker Limited, Toronto.

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(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
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Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Wesel Mfg. Co., Brooklyn, N.Y.

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Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

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Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
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Reilley Electrotype Co., New York, N. Y.
Toronto Electrotype & Stereotype Co., Toronto.

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Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

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Hoyt Metal Co., Limited, Toronto.

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Automatic Ptg. Devices Co., San Francisco, Cal.
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
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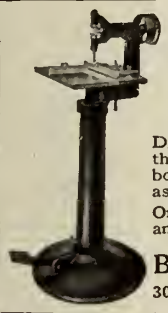

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Shackell, Edwards & Co., Ltd., Toronto.
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Great Western Smelting & Refining Co., Vancouver, B.C.
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Stephenson, Blake & Co., Toronto.
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(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
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Brown Folder Co., Erie, Pa.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Miller & Richard, Toronto, Ont.
Machine Builders Ltd., Montreal.
Printers Supply Co., New York, N. Y

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N.Y.

SIGNS
National Sign Co., Toronto.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
Eastern Brass & Wood Type Co., New York, N. Y.
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
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Mann Lithopress Co., The, New York City.
Manton Bros., Toronto, Ont.
McCain Bros. Mfg. Co., Chicago, Ill.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Multicolor Sales Co., Toronto.
Premier & Potter Ptg. Press Co., Inc., New York
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
United Printing Machinery Co., Boston.
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NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

Bastian Bros.
LIMITED
COBOURG, ONTARIO
Sales Offices in All Cities
Manufacturers of
Celluloid Buttons, Advertising Novelties and Signs, Parade and Convention Badges, Metal Advertising Novelties, Metal Name Plates, Pin Wheels, Baby Rattles.

WOOD Eastern Brass & Wood Type Co. **TYPE**
Largest stock in all sizes always on hand.
Fourth Avenue and Tenth Street, New York City

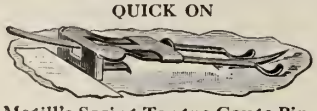
Fast Service and Expert Workmanship on PRINTING PRESS REPAIR WORK
When things go wrong call
JAMES BAIN & SON
ENGINEERS AND MACHINISTS
99 Mary St. Hamilton, Ont.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547
THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

THE
WING ALUMINUM MAILER

Let us tell you more about the label addressing system and the advantages gained by using the "WING."

Chauncey Wing's Sons
Greenfield, Mass., U.S.A.

"Must Have Them To-Day"

ELECTROTYPES—STEREOTYPES

The best way to safeguard the quality of your rush orders is to phone us. Quality work, done rapidly!

Phone Ad. 1636 Also Long Distance Connections.

Toronto Electrotype and Stereotype Co., Limited
122 Adelaide Street W. TORONTO

RESULTS

That's what the advertisers get when they advertise in the SCOTT'S PRINTER AND PUBLISHER. It reaches the buyers in the

MIDDLE WEST, U.S.A.

Rates on application. Sample copies 20c.

Subscription $2.00 in United States
$2.20 in Canada.

Scott's Printer & Publisher
A. D. SCOTT, *Editor and Publisher*
LINCOLN, NEBRASKA

A magazine "somewhat different" from the other periodicals devoted to the graphic arts is

The Printing Art

Issued monthly by The University Press
Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be an excellent description of THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy.
Canadian, $4.50 per year; 45 cents per copy.
Foreign, $6.00 per year; 60 cents per copy

Write for full details.

The Printing Art
Cambridge, Mass.

Why Don't You Write?

HARDLY a week passes that "Printer and Publisher" does not receive copies of this paper returned by the postal authorities because of the change in firm names or the address of some whose names are on the mailing list. Sometimes complaints reach us of the non-delivery of mail matter. It is not till the receipt of such complaints or the return of the paper, as the case may be, that we obtain any knowledge of the changes or removals of persons or firms. The adoption of the co-operative spirit on your part by notifying changes would make things a good deal more pleasant for both parties. The MacLean Publishing Co. want their mailing list to be perfect—without your help perfection is impossible. There is a lot of valuable trade matter mailed by this company and if you don't receive it—well, the fault is entirely yours.

To Those Who Have

Linotype, Intertype, Linograph, Ludlow or Elrod Machines—

Do you know that the

MARGACH METAL FEEDER

is the only **Automatic Feeder** applicable to any of the above typesetting or typecasting machines within one-half hour, gas or electric pots, requiring no added heating facilities? The Margach has the most positive action for consistent and proper feeding that can be devised, and is fully guaranteed against defects or wear for ten years.

Ask those who use them—a list of whom may be obtained upon application.

TORONTO TYPE FOUNDRY CO., LIMITED

Toronto Montreal Winnipeg Regina

MANUFACTURED BY
Printers Supply Co.,
137 Grand St., New York, N.Y., U.S.A.

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PRINTING INK

The great advances made in the development of printing processes and printing machinery have been matched with the art and skill of the printing ink maker. This field of scientific and commercial endeavor combines the skill of the manufacturer with the color-craft of the artist and the genius of the chemist.

Toronto—the largest printing centre in Canada—is the centre of the Canadian printing ink industry, and here no name is more generally honored than that of THE CANADA PRINTING INK CO. LIMITED, who for more than forty years have successfully served the interests of the Canadian printing fraternity.

We aim with "Industry, Integrity and Intelligence" to keep the name "Printing Ink Maker" among those most honored with printers everywhere.

The
Canada Printing Ink Co.
Limited
15 DUNCAN STREET, TORONTO

CLOUDLAND
COVER PAPER

A Bright, Snappy and Novel Creation

HOW often the printer is asked for a cover stock that is out of the ordinary — for booklets, pamphlets, banquet menus, broadsides, circulars and so forth! To meet this demand CLOUDLAND has been created. A feature of this highly attractive cover is found in its price. It costs no more than any good plain cover paper.

CLOUDLAND is strong, has a good printing surface, embosses well and folds with ease. It comes in four popular colors, green, brown, blue and red, affording a variety to meet all tastes. It is stocked in 20x25-50 and 22½x28½-64.

You will fully appreciate CLOUDLAND if you send for sample book. Do it today.

Distributors:

Barber-Ellis Limited	-	Calgary
Barkwell Paper Co.	-	Winnipeg
Buntin, Gillies & Co., Limited	-	Hamilton
Buntin, Gillies & Co., Limited	-	Ottawa
Canada Paper Co., Limited	-	Toronto
Canada Paper Co., Limited	-	Montreal
Schofield Paper Co., Limited	-	St. John
L. P. Turgeon	-	Quebec

MADE IN TRADE MARK CANADA

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P.Q.

DOMINION

Printing and Lithographing

INKS

Striving Ever to Make Them Better Has Made Them the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

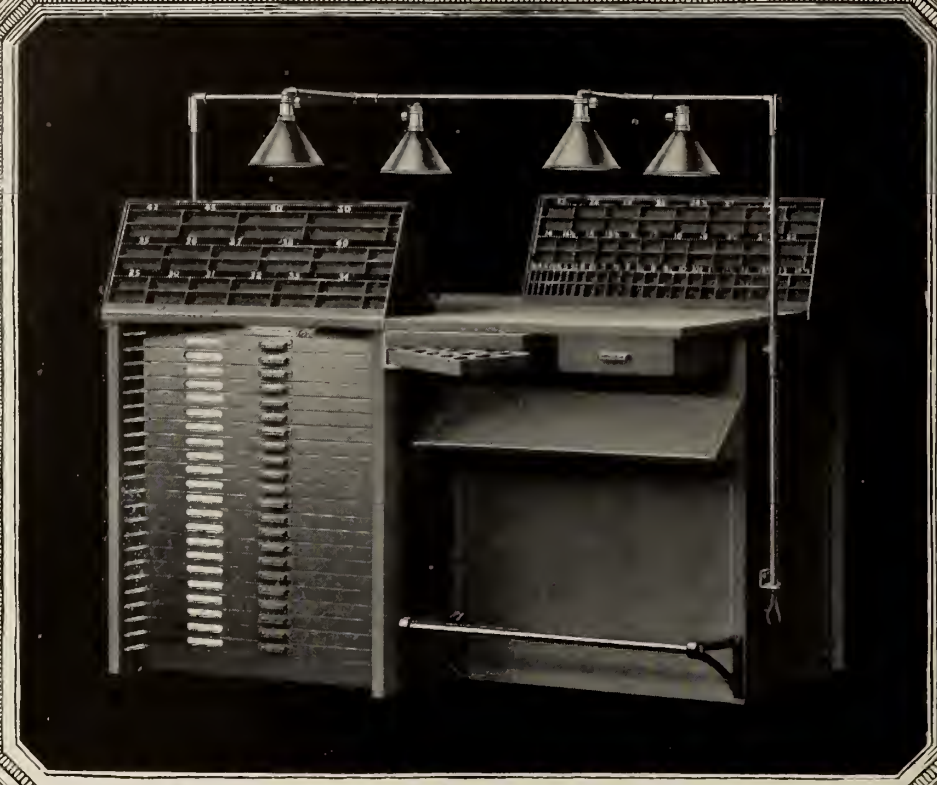
128-130 Pears Avenue, Toronto, Conada

STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 641

STEEL GOODS HAMILTON WOOD GOODS



NEWSPAPERS

Everyone connected with the mechanical departments of a modern newspaper has been forced to realize "there is but one supply of *time*." Any plan or device to economize space or eliminate time-consuming motions is of *vital* interest. Efficiency demands *maximum convenience*, simplicity and durability; all other factors are of very secondary importance. —*Gordon Bennet.*

As above illustrated, the Hamilton Steel Cabinet No. 471 is designed especially for use in the Ad room of the modern daily. Furnished with or without lights, as desired. Flat working surface; holds 42 deep Cases with Pulls and Label Holders. Also made in wood. Send for further details.

That the Hamilton Steel Equipment is the last word in *Efficiency Furniture* for the composing room is the mature decision of newspaper executives — and jobbing plants are profiting by their example.

The Hamilton Manufacturing Co.

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

For sale by all Prominent Typefounders and Dealers Everywhere

"Buy From the Maker"

THE PRODUCTS of our Carbon Black, Color, Varnish, and Ink factories are always carefully watched and constantly tested in our laboratories and are finally tried in our experimental printing plant.

Saving, as we do, the packing and the selling expenses on our raw products, we are able to offer inks of superior quality at exceptionally low prices.

Here are four inks which will not only stand competition but will readily show their superiority:

HUBER'S TULIP RED

A bright, yellowish red of rare brilliancy and real pre-war strength. Absolutely fast to *light, water, alkali,* and *acid,* and possessed of wonderful working qualities for all kinds of paper. An ink suitable for general use, and with all the qualifications of a good label ink.

HUBER'S VANITY RED

This bright red, of the most beautiful carmine shade, has surpassing covering qualities. It is brilliant, permanent, hard drying, very fast to *light, water, paste, alkali,* and *acid.* It is therefore an ideal label red as well as an excellent ink for general use.

HUBER'S INAUGURATION BLUE

Possesses the same excellent working qualities and the same resistance to chemical action as the Tulip Red. It is a rich, deep blue that is adaptable to many uses.

HUBER'S HUMMER BLACK

Will print, *set fast,* and *dry* on any kind of paper. It will not dry on the press. And BLACK? Why it's blacker than midnight in Africa, because it is made from our own 20th CENTURY CARBON BLACK.

J·M·Huber

Manufacturer

DRY COLOR CARBON BLACK VARNISHES

PRINTING INKS

366-378 Adelaide Street West, Toronto, Canada

Huber's Colors in use since 1780

Every Printer Knows UPM

what makes presses deliver paper like this

The Chapman Electric Neutralizer

makes presses deliver paper like this.

Cold weather means the heart-breaking troubles caused by static electricity. We guarantee 100% relief with the Chapman Electric Neutralizer.

The only known means by which static electricity is entirely eliminated, regardless of climate, season or temperature.

More than 7000 presses equipped. Let us give you the names of some of the users.

UNITED PRINTING MACHINERY COMPANY

83 Broad St. BOSTON

38 Park Row NEW YORK

604 Fisher Bldg. CHICAGO

Clip the Coupons

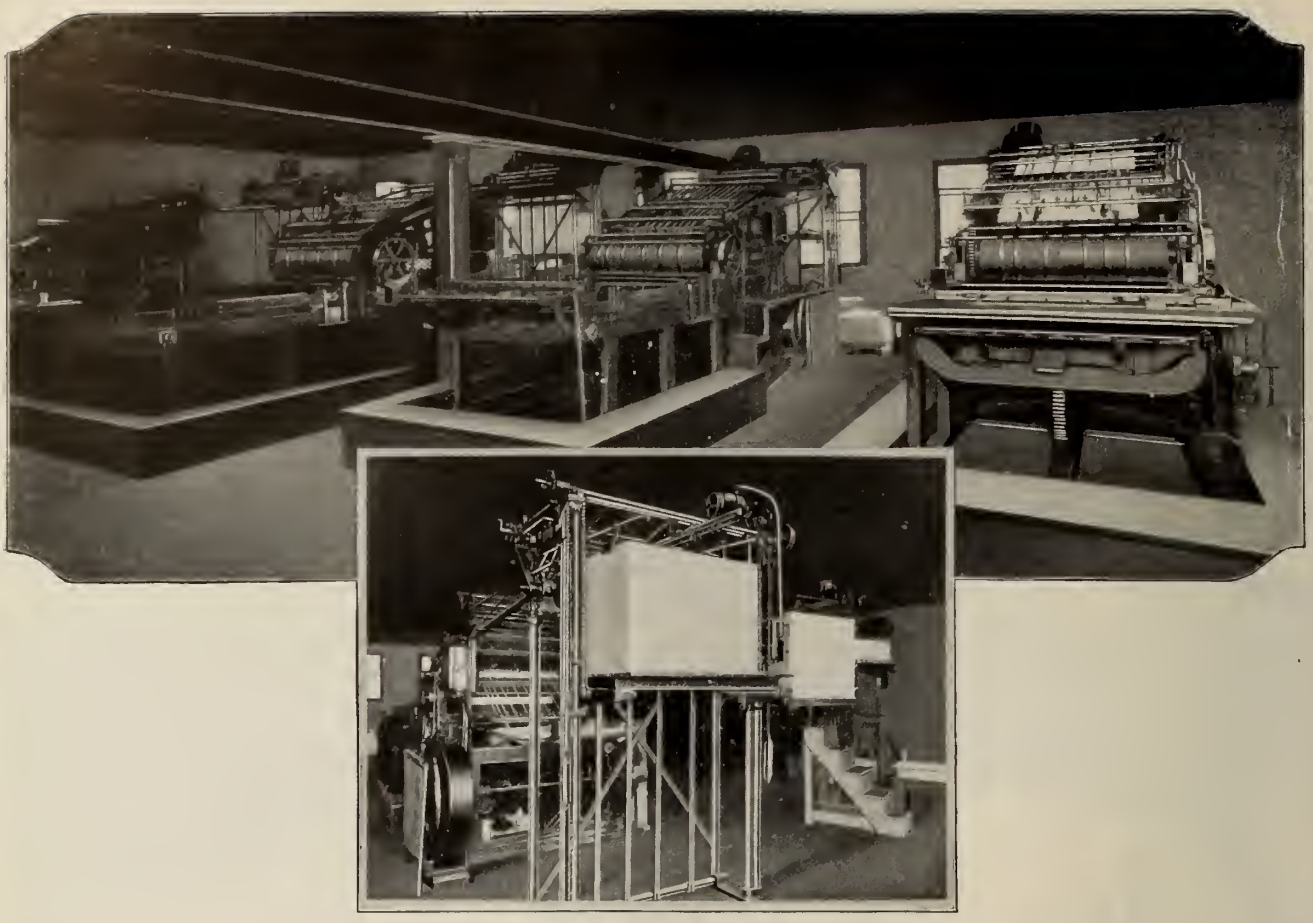
Are your composing machines idle when copy gives out? If you operate Monotypes—NO! The flexible Monotype becomes a type foundry, making materials that will be needed most when machine composition is heaviest. The Monotype Matrix Library increases this exclusive usefulness of the Monotype machine. Clip the Library Coupons and cash in on these "idle" hours.

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

334 MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

In answering advertisements, kindly mention "The Can adian Printer and Publisher"—that's your introduction.



Four Hoe Stone Presses Equipped With Dexter Combing Pile Feeders

"In December, 1919, your Company attached the first Combing Pile Feeder to one of our No. 3½ L. Hoe Stone presses. Our complete satisfaction with this purchase is best evidenced by our order for three additional feeders, all of which are now running successfully in our plant.

"We may say that in addition to the direct saving in labor which we have made through the use of these feeders, the most important gain to us has been the actual increase in production compared with hand feeding.

"The service rendered by your company in the prompt and efficient erecting of these machines, and in the instruction of our pressmen in their use, is highly appreciated by us."

JOHN WORLEY COMPANY, Boston.

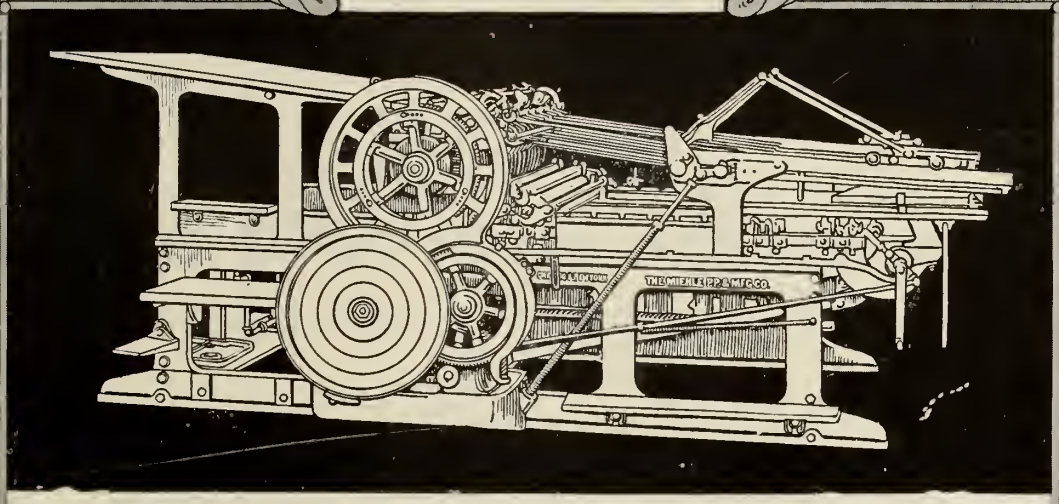
The installation of these feeders did not increase the speed of the Worley presses, but it increased the production on all four of them by at least 25% and saved the labor of hand feeders.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO CLEVELAND

The Miehle



Numerical Preponderance

WHEN a machine like the Miehle attains numerical preponderance as the result of accumulated experience over a period of more than thirty years, it is obvious that it can only be the result of actual proven superiority.

There is nothing ephemeral in the numerical preponderance of the Miehle. It is built upon most stable of foundations, definitely shown by the fact that 72% of the Miehle output is purchased by old customers.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1210 Monadnock Block — PHILADELPHIA, PA., Stephen Girard Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. — DALLAS, TEX., 611 Deere Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

DON'T SAY "LOOSE-LEAF"

say

LUCKETT'S STERLING LINE

IT means the same AND MORE

IT MEANS
Best Quality
Prompt Service
Standard Sizes
Made-in-Canada
SOLD THROUGH THE TRADE

LUCKETT LOOSE LEAF, LIMITED

General Office and Factory
545-549 King St. W., TORONTO

Branch Sales Office
207 St. James St., MONTREAL

KRYPTON SUPERFINE L. RECORD ROYAL RECORD

ORGANDIE GENOA TRIBUNE

WE SPECIALIZE
on
MADE IN CANADA
STANDARD MILL WATER-MARKS

COMPLETE STOCKS CARRIED

Ready for Same Day Shipment

UNITED PAPER MILLS LIMITED

TORONTO HAMILTON

BELL FAST EARNSCLIFFE

COLONIAL PROGRESS EMPIRE

Goss Efficiency Features

The Most efficient Newpaper Press Rooms in the world are those using *Goss High Speed Presses*

Here are Some of the Features Originated by the GOSS PRINTING PRESS COMPANY That Make Them So.

They are Exclusively Goss Features

Ease of Operation Because of Numerous Labor-Saving Features and Adjustments All Being Conducive to Greater Output

High Speed *Rotary Folding Guide.* Accurate folding without friction, knocking or wear. *Fifty per cent.* increase in press running speed. *All claims fully substantiated.*

End adjusted ink fountains—one screw for each column of type page. *No chance of accident,* as it is unnecessary to crawl into press to adjust fountain knifes—All screws adjusted from outside of press.

Improved design continuous feed ink fountains permits running a thin layer of ink on the surface of the fountain roller and results in the production of an *evenly printed newspaper at all press running speeds.* Waste due to light printing on slow speed entirely eliminated.

Semi-steel folding and cutting cylinders with chrome nickel steel shafts and patented collecting cylinder—No cutting of ribbons when running collected products.

Folders built to fold and deliver 64 *page newspapers,* with folding roller gears always in *perfect mesh* when running any number of pages.

All press gearing and all inking mechanism parts on the *outside of the frames.*

Adjustable feed *oil reservoirs* for oiling all main shaft and gear stud bearings in folders.

Safety fenders at point of former—prevents paper from clogging into folder.

Economy of Time in Preparing Machine for Run

Rapid Safety Plate Lock-Up device on plate cylinders. Half turn of a "T" wrench *locks plates permanently.* No dummy plates used.

Safety Lock roller sockets. When socket unlocked, rollers raised automatically from ink drums.

Patented Self-Locking Paper Roll Chucks—Easily set in rolls and positive of operation.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 South Paulina Street, Chicago, Ill.
New York Office: 220 West Forty-Second Street.

Your Envelope Department

does not compete with you.

It Sells to and Manufactures for The Trade Only

Remember this when buying
No. 7-8-9 or 10 open side Manilla, White Wove and Cartridge Envelopes.

TORONTO ENVELOPE CO. LIMITED

THE ONLY ENVELOPE MANUFACTURERS TO THE TRADE ONLY

11 BRANT ST. - - TORONTO

LETTERPRESS AND LITHOGRAPHIC PRESSES

Manufactured by Linotype and Machinery Limited at Altrincham, Eng.

TWO-REVOLUTION PRESS. This press is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work. It is correctly designed and is built of perfect material by skilled engineers. It possesses many advanced features and is built in six sizes as follows:—

Machine No.	Size of Sheet	Size of Type Matter
000000	46″ x 66″	44″ x 64″
0000	42″ x 61″	40″ x 58″
00	42″ x 55″	40″ x 52″
1	36″ x 52″	34½″ x 49″
3	32″ x 45″	30″ x 42″
4	26″ x 39½″	24″ x 27″

THE CENTURETTE. This two-revolution press is built to run at rate of 3,000 impressions per hour. It is solidly built, simple, and effective in design with few working parts. One size only to take sheet 24″ x 37″.

OFFSET. The printed sheets are always delivered face up on the table clear of the machine at a convenient height for examination. Perfect inking, damping and manipulation of the plate is facilitated. Built in three sizes, as follows:—

Machine No.	Size of Sheet	Size of Design
No. 1	37½″ x 52″	37″ x 52″
No. 2	33½″ x 45½″	33″ x 45½″
No. 4	25″ x 37″	24½″ x 37″

TWO COLOUR OFFSET. A very valuable, versatile press at present built in one size only. Sheet size 35″ x 48″.

LITHO-ROTARY. This "direct" litho press produces the finest colour lithography. Made in the following sizes.

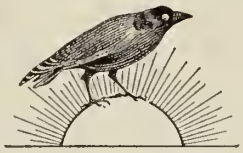
Machine No.	Size of Sheet	Size of Design
No. 0	47″ x 64″	46″ x 63″
No. 1	44″ x 64″	43″ x 63″
No. 2	35″ x 48″	34″ x 47″
No. 3	32″ x 42″	31″ x 41″

Write for full particulars to

LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

68 TEMPERANCE STREET, TORONTO



ESTABLISHED 1846

Printers, Please Note!

OUR STOCKS OF

BOND AND LEDGER PAPERS,
COVER PAPERS, TAG MANILLAS,
CARDBOARDS AND BRISTOLS
ARE VERY COMPLETE AND AWAITING
YOUR SERVICE.

ENVELOPES IN ALL SIZES
COMMERCIAL AND OFFICIAL.

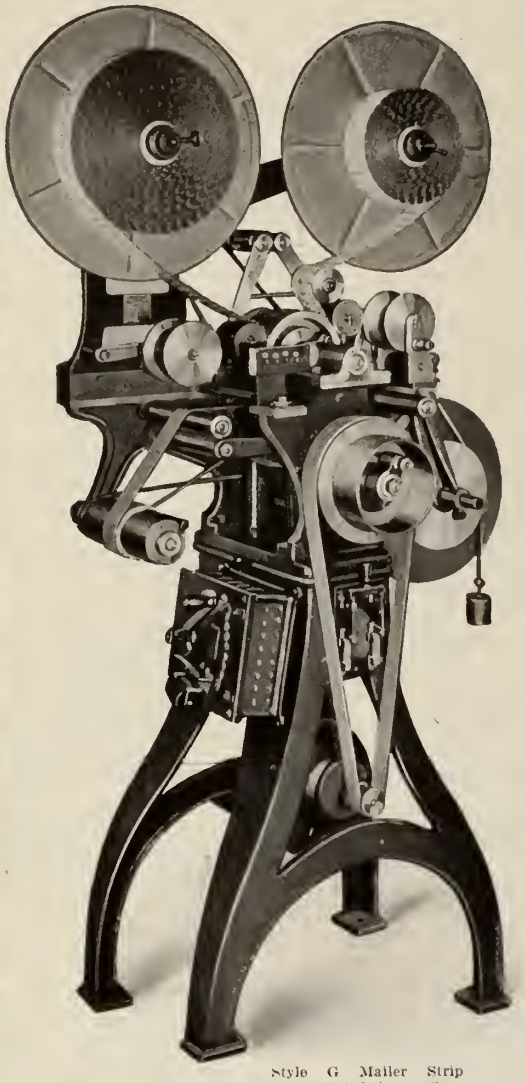
HAVE YOU PLACED YOUR ORDER FOR
BRITANNIA BOND?

A RELIABLE BOND PAPER WITH FINEST
PRINTING QUALITIES. STANDARD
SIZES AND WEIGHTS

W. V. DAWSON LIMITED
MONTREAL

OTTAWA TORONTO QUEBEC

Not Enough Room!



Style G Mailer Strip and Proof Printer. Capacity 30,000 impressions per hour.

We Must Move!

Our business has grown so rapidly that it has been necessary to move into larger quarters. After November 1st our address will be 220-230 West 19th Street. This new location will provide for a 200% increase in factory space as well as considerably more equipment. Canadian users and prospective users of our Addressing and Mailing Machines will find **prompt service** available shortly.

Pollard-Alling Manufacturing Company

New address: **220-230 W. 19th Street**
NEW YORK

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNER'S FALLS, MASS. BY
ESLEECK MFG. COMPANY

You may rely on ESLEECK'S ONION SKIN, MANIFOLD, and THIN BOND PAPERS

Made of Clean Rag Stock (New Cuttings from Garment Factories)

FIDELITY ONION SKIN
EMCO ONION SKIN
SUPERIOR MANIFOLD

are now watermarked

Useful in every business office.
Not cheap, but economical

Sold by leading paper merchants

MADE BY
ESLEECK MFG. COMPANY
Turner Falls, Mass.

DOUBLES PRODUCTION PATRONAGE PROFITS

MILLER
Automatic Feeders

THE MILLER doubles the production of hand-feeding at a corresponding decrease in production cost. When a plant, operating Chandler & Price Presses by the hand-fed method, installs MILLERS, it doubles its capacity, at no increase in floor space or machine units, and with less help.

The MILLER minimizes the human factor in press-work—which, somehow, never gets out the volume you figure on. It absolutely standardizes platen press production, insuring deliveries as promised—the kind of service to your trade that merits continued and ever-increasing patronage.

Find out *now* what MILLERS will do in speeding up your production, in reducing your labor costs and increasing your profits. Your name on a postal will bring the complete story.

MILLER SAW-TRIMMER CO.
PITTSBURGH, U.S.A.
BRANCHES ATLANTA BOSTON CHICAGO DALLAS NEW YORK PHILADELPHIA S. FRANCISCO
& RICHARD, Toronto.

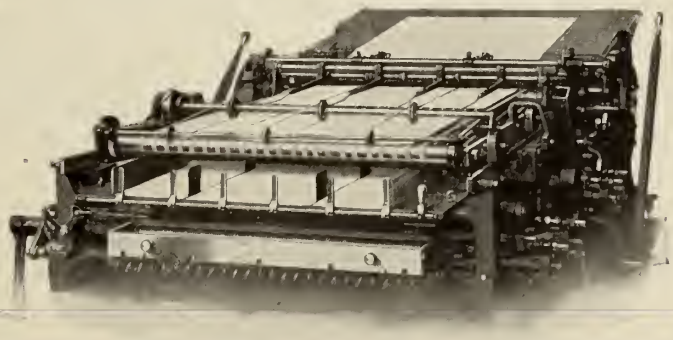
What a printing press will do and what it costs to do it are, and always have been, the tests of its real worth

Do you Mr. Printer appreciate the worth of the Universal Equipment Babcock and its Automatic Printed-side-up Delivery, when figuring the hour cost of cylinder press work?

"Our best Advertisements are not printed; They Print"

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

MAIN OFFICE AND FACTORY: NEW LONDON, CONN.
NEW YORK OFFICE: 23 PARK ROW
Canadian Agents: MILLER & RICHARD, TORONTO.



BABCOCK

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Now's the Time to Provide that

New Press Equipment

SUBSTANTIAL reductions having occurred in labor and material costs, we take pleasure in announcing that our selling prices—which are based on the actual cost of production or replacement, whichever is lower, plus a small percentage for manufacturing profit—have again been reduced accordingly and we are now offering presses at prices which, in our opinion, are as low as we shall ever be able to quote. Prices of raw materials generally are believed to be even lower now than it will be possible to maintain them and when labor is once more fully employed wages and consequently manufacturing costs are likely to advance again.

Therefore alert publishers are now studying their productive facilities and placing orders for new Presses and Plate-Making Machinery while prices are at their present low levels.

RIGHT NOW is the time to decide on new equipment. We are prepared to make quick delivery and furnish superior machinery at the lowest possible prices consistent with the high quality of any product that bears the name "Hoe."

Our old machines were "mighty good" and hundreds of them that earned the right to be retired a generation or more ago are running yet and giving good service. Our new ones are still better and embody the latest and best in engineering ingenuity and mechanical skill.

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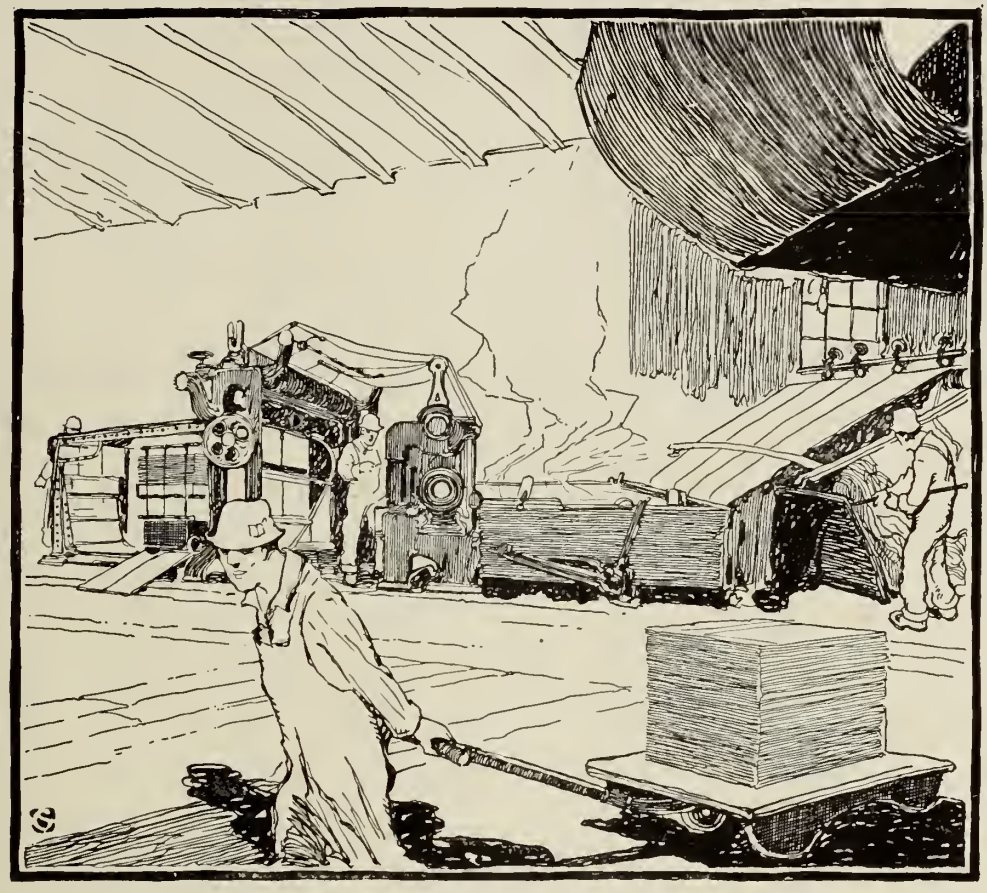

The illustration shows sheet coming from dry end of paper machine and passing through the tub of Size.

No. 8 of a series

"From Rags to Writing Paper"

Tub Sizing. A process only given to the best Bond Papers. It improves the strength and surface and imparts a "crackle" not found in inferior grades. It is applied to the sheet immediately after making, by means of immersion in a bath of hot animal size solution.

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ALL ROLLERS EXCEPT FORM ROLLERS

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SIMILAR TO THE WELL KNOWN **IDEAL** LITHOGRAPH ROLLER.

MADE OF **VULCANIZED OIL**—NO GLUE, NO GLYCERINE, NO RUBBER.

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CANNOT MELT—DO NOT HAVE TO BE COOLED IN SUMMER.

NOT AFFECTED BY WEATHER CONDITIONS OR CLIMATIC CHANGES.

THE SAME ROLLERS THE YEAR AROUND—DO AWAY WITH SUMMER AND WINTER ROLLERS.

DO NOT CHANGE SHAPE OR DIAMETER AND DO NOT REQUIRE RESETTING.

OPERATE AT ANY SPEED, UNDER ANY CONDITIONS, IN ANY LOCALITY.

DO NOT REQUIRE SEASONING.

ARE READY FOR INSTANT USE.

ARE TRUE AND DISTRIBUTE INK PROPERLY.

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H. P. MOORE, Editor and Publisher

The Acton Free Press
ESTABLISHED 1875

ACTON, ONTARIO
CANADA

October 17th, 1921

Messrs. Sinclair, Valentine & Hoops,
Toronto, Ontario.

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Our thanks are due you for the excellent rollers you are supplying us, and I felt that it was only fair to let you know about it.

Wishing you continued success in turning out such excellent rollers as you have supplied us,

I am, very truly yours,
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In Toronto Newspaper Offices

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Not only the newspaper offices have learned to appreciate the **supreme quality** of Canada Metals—book publishing houses and job printing offices throughout the Dominion show the same preference.

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THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, NOVEMBER, 1921 Number 11

Most Constructive of U.T.A. Conventions

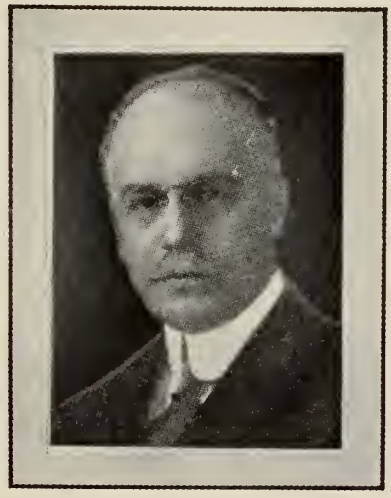
35th Annual Convention of United Typothetae at Toronto Brought Together Master Printers from All Parts of North America

IT WAS foretold that the 35th Annual Convention of the United Typothetae of America would compare favorably with any of the great meetings of the organization held in the past. Ask those who attended the convention, and who are in a position to know, if expectations were realized. They will tell you in effect that the greatest expectations were abundantly fulfilled and that the convention at Toronto not only compared favorably, but surpassed in many respects, all other conventions. It was by far the most constructive!

Some 1,230 Typothetaens and their associates registered at the booth on the Mezzanine floor of the King Edward Hotel.

Toronto's leading hostelry, which was profusely decorated with Union Jacks and the Stars and Stripes to welcome the visitors, with its mammoth new addition, is an ideal place for a Typothetae gathering. A lot of space is needed for the open display of Typothetae printed matter, as well as accommodation for the sessions and meetings of various departments that are held simultaneously.

The King Edward Hotel, though apparently filled to capacity, afforded every convenience to meet the demands of the occasion. Nearly all out-of-town delegates made the King Edward their home for the duration of the conventoin, and several rooms were taken up with exhibits by manufacturers of printing equipment.



J. LINTON ENGLE, Philadelphia.
Succeeded Wm. John Eynon as President of the U.T.A.

The Typothetae Smile

The convention opened Monday, October 17th, and closed on Thursday, October 20th. During that time the place of meeting reminded Torontonians of hotel life incident to the Toronto Annual Exhibition. Typothetae badges were seen on every side, and there was also the Typothetae smile of good fellowship which kept the badges company. A delegate from over the border was heard to remark that he never saw so many smiles at a Typothetae convention before; and there never has been a lack of them. What better evidence is needed than the contagious smile to reflect the even tenor of this great gathering. There was the smile from Vancouver, Winnipeg, Ottawa, Montreal and Toronto, and other Canadian points, mingling with the smile from New York, Boston, Chicago, Buffalo, Detroit, Spokane, Los Angeles, Texas and numerous other far and near cities of the United States.

The attendance of Typothetae delegates and their trade guests on this occasion was highly pleasing to the executive officers. No other gathering, with the exception of the conventions held in New York and Cincinnati, equalled the 35th Annual Convention at Toronto, as far as the number of participants are concerned. The registration was 1,231, while that of the convention at St. Louis last year totalled 1,152.

But it is not altogether from the attendance that the success of the 35th Annual Convention of the U. T. A. may be judged. The exhibits were larger and a greater number of departments were included than at any former convention. The business of the convention, too, was much better organized than heretofore, and all exercises were carried on with a celerity of action and unusual promptness. Expressions of appreciation were repeatedly heard, paying tribute to the splendid work performed by the Typothetae headquarters staff and other executive officials of the organization.

Although the first convention session was held on Tuesday morning, October 18th, it can truthfully be said that the convention opened on Saturday, the 15th, when visitors began to arrive and stood about in little groups discussing and forecasting events relative to the occasion which brought them together. For those early arrivals, Sunday became a sight-seeing day, and those who were fortunate enough to be able to spend some time in seeing the "Queen City," said they were more than well repaid.

A Theatre Party

On Monday evening, all visiting secretaries were entertained by the Typothetae at a most enjoyable banquet, following which secretaries, delegates and guests became the guests of the Toronto Typothetae at the Princess Theatre in Toronto, where they laughed continually at the English success, "Hullo, Canada." Although the revue was designed for Canadian consumption, it was evident that the players were playing that evening to the United Typothetae of America. One of the first jokes

to come over the footlights made the hit of the evening:

"What a queer tie you have," said the heroine.

"Yes," said the hero, "Ty-poth-e-tae."

The Cleveland delegation took advantage of the occasion to boost for the next convention. They had armed themselves with hundreds of small balloons on which was printed, "Cleveland—1922."

While no doubt appreciating the value of diversion, the United Typothetae delegates evidently believe in business first and last. There was plenty of entertainment for those who wished it, but the business of the convention held the great majority within the precincts of the hotel. When they were not attending sessions, department meetings, committee meetings and so forth, they were engaged in examining and admiring the splendid exhibits of U. T. A. printed matter arranged on display boards, all uniform in size, extending in row upon row on both sides of the Mezzanine floor of the hotel. New ideas in printing equipment were also to be seen in various quarters of the hotel, all of which are fully treated in another part of this issue.

Making Paper at the King Edward

As far as attractions on the side are concerned the "Baby Grand" Fourdrinier, the much-talked of miniature paper-making machine, claimed the spotlight of the hotel's mezzanine. The machine, or mill, as it is technically termed, makes bond and writing papers four inches wide, at the rate of two pounds per hour. "Baby Grand" measures eight feet long and two feet wide, and makes paper just as its big sister mills make paper at the American Writing Paper Companies plant at Holyoke, Mass., the only difference being in the size of the sheet; some of the big mills produce sheets up to 152 inches wide. From the moment the convention opened, and until it closed, the smallest paper-making mill in the world was constantly surrounded by interested men and women. Paper was made from raw pulp to the finished article, and just how the mill performed its task was minutely explained by the American Writing Paper Company's representative, the genial Dr. R. E. Rindfusz.

Some Light on U. T. A. Work

To the uninitiated, United Typothetae of America is a rather vague term, especially in Canada. It is fitting, therefore, that we examine its work.

United Typothetae may be likened to an institution of learning rather than a legislative body. Its newly acquired slogan is "Printing—the Mother of Progress," and the object is to promote and maintain a high standard in printing conditions wherever the rapidly expanding branches of the organization are established.

Typothetae's point of view is focused mainly upon its departments, which include:

1. Department of Education.
2. Department of Specialized Branches.
3. Department of Advertising.
4. Department of Research.
5. Department of Field Operation.
6. Department of Industrial Relations.

The work by these departments is extremely interesting. If they do not at the present time sweep the whole range of possible service to printers, it is the aim of the Typothetae to do so in due course of time.

If we inquire into the Department of Education we find that it is in this department where the great programme for apprenticeship training is being carried out, which is available to both members and non-members of the Typothetae. The department is conducted by carefully chosen men, particularly those of long, practical experience, who are noted for their saneness of ideas; and it is said there is no problem in the printing industry and its many ramifications, that this department is not prepared to meet and submit counsel upon. This service is gratis, except when actual cost is entailed.

Then the Department of Advertising takes care of the promotion problems of printers who are members of the Typothetae. Printing is planned and campaigns carried out. The work in this department may be said to embrace two services. One, to render advice to members in their sales promotion work; the other, a broader side, gives actual help by submitting statistical information on any problem that may come up in any field. Experts on mail-order advertising, catalogue work, retail distribution and various other lines, are retained for this work. In the past three years this department has planned 120 campaigns to promote the sales of a great variety of products such as tractors, haberdashery, fish, bread, and canned goods. This service is given at cost to the members of the Typothetae.

The Department of Research offers to the members of the organization a means of gaining statistical information and complete surveys of any nature pertaining to the printing industry. It is a department which is proving to be of inestimable value to printers. In this department is included the famous Standard Guide, which assists printers to arrive at the correct charges for work.

Treats the Human Side Of It

A department that is very likely to become one of the most important features of the U. T. A. is the Department of Industrial Relations. Its object is to furnish

A Message from the New President

J. LINTON ENGLE

YOU HAVE asked me for a few words bearing upon the Thirty-fifth Annual Convention of the United Typothetae of America, held in Toronto. It gives me a great deal of pleasure to comply with your request.

To my mind this was the most remarkable and the most constructive convention ever held by the United Typothetae. The one outstanding feature was the spirit of harmony, friendliness and brotherhood exhibited at all times and at all places during the week of the convention, whether in the lobbies, in the Convention Hall itself, in the round-table meetings, in the Scretary-Managers Meetings, or whatever the gathering may have been.

The whole Convention was pervaded with an atmosphere which showed respect for and pride in our craft on the part of all our members.

There was shown an eagerness to find a way to solve those problems which are with us and which lie before us. In short, it was in every respect a signal occasion.

The great success of this Convention is a splendid endorsement of the Administration of Ex-President William John Eynon.

Any statement as to the Toronto Convention would be incomplete without mention of the hospitality of our Canadian friends. I heard on every hand expressions of appreciation of the cordial welcome extended to the delegates and visitors by Toronto, and the Toronto printers. Special mention should be made of the activity of the Ladies' Reception Committee. The presence of so many ladies at the Convention was a very delightful feature of the occasion and to know that they were so charmingly cared for was a great satisfaction.

As I said at the Convention, when inducted into office, I am looking forward to my year as President with much pleasure and with confidence, because I feel the certainty that I have behind me and with me the entire membership of the United Typothetae of America. The sense of responsibility which devolves upon me, I likewise feel very keenly.

advice and practical information bearing on the human element existing between employer and employee.

Another department that is proving of great value is the Department of Field Operations, which may be described as the flying squadron of the U. T. A. headquarters staff at Chicago. The squadron is composed of field secretaries, who travel from point to point rendering service to local secretaries, assisting them to instal U..T..A.. methods, and placing before them new ideas secured in traveling from place to place. This work is carried on with great care. The field secretaries are constantly in touch with the home office, and, at a specified period each year, are called together for a conference and exchange of ideas.

Special Branches of U.T.A.

The Department of Specialized Branches is a rapidly growing institution, too, which includes organizations separate from the U. T. A. proper. These branches elect their own respective officers and function according to their own rules and regulations. The specialized branches include: Tariff Printers' Society of America; Advertising Typographers of America; Law Printers' Division of the U. T. A., and Trade Composition Association

In addition to these branches of the U. T. A. there is the Open Shop Division and the Closed Shop Division, which carry on their work separately, but any action taken by either of these bodies does not commit the main organization.

Then quite separate from the United Typothetae is the Employing Printers of America, an organization which includes many Typothetae members who find it convenient to meet during U. T. A. conventions.

These various bodies met according to the convention programme, and the schedule of the meetings were pretty closely adhered to, although on some occasions they were prolonged when a particularly absorbing discussion took place.

The meetings were mostly devoted to papers, by prominent men in Typothetae work. After the papers were read a general open discussion, or round table chats, became the order of affairs, and out of these various discussions and chats the members were able to gain a more intimate knowledge of the wonderful work the United Typothetae of America is accomplishing.

Canadian Elected to High Office in U.T.A.

The election of officers for the ensuing year resulted in J. Linton Engle, of Philadelphia, being made president. Mr. Engle succeeded William J. Eynon, who guided the destinies of the U. T. A. with great success during the most turbulent days of its existence. But the prominent feature of interest to Canadians was the election of J. Clark Acton, of Toronto, to the office of vice-president, which may be taken as a distinct tribute to Canada, as well as Mr. Acton's energetic and successful work in the interests of the organization.

Other Canadians elected to office include W. W. Southam, Montreal; O. H. Pollard, Winnipeg; and J. C. Nicholson, Vancouver; all of whom were made executive committeemen for the 16th, 17th and 18th districts respectively.

New Officers and Committeemen

The officers of the United Typothetae of America are as follows:

President—J. Linton Engle, Philadelphia, Pa.

First Vice-President—J. C. Acton, Toronto, Ont.

Treasurer—Fred W. Gage, Battle Creek, Mich.

Vice-Presidents—Geo. K. Horn, Baltimore, Md.; B. F. Scribner, Pueblo, Colorado; R. B. Nelson, Chicago. Ill.

Executive Committeemen

First District.—A. W. Finlay, Boston, Mass.; 2nd District—David L. Johnston, Buffalo, N..Y. ; 3rd District—E. H. Sutton, Pittsburgh, Pa.; 4th District—Frank P. Howard, Washington, D. C. ; 5th District—J. P. Denham, Charleston, S.C. ; 6th District—Wm. V. Parshall, Detroit, Mich.; 7th District—Geo. H. Gardner, Cleveland, Ohio; 8th District—Wm. Pfaff, New Orleans, La.; 9th District—Frank W. Corley, St. Louis, Mo.; 10th District—G. L. Stevens, Galveston, Texas; 11th District—M. I. Stewart, Duluth, Minn.; 12th District—Frank S. Crane, Topeka, Kansas; 13th District—Orville Smith, Denver, Colorado; 14th District—A. B. Howe, Tacoma, Wash.; 15th District—Fletcher Ford, Los Angeles, Cal.; 16th District—W. W. Southam, Montreal, Que.; 17th District, O. H. Pollard, Winnipeg, Man.; 18th District—J. C. Nicholson, Vancouver, B. C. ; 19th District—G. Frederick Kalkhoff, New York City; 20th District—Luther C. Rogers, Chicago, Ill.

Executive Council

From the above executive committee the four councilmen were elected as follows: Messrs. Kalkhoff, Parshall, Pfaff, New Orleans, La.; Frank S. Crane, Topeka, Kan. cil, as follows:

Chairman: J. C. Acton, Toronto, Ont.; G. F. Kalkhoff, New York City; Wm. V. Parshall, Detroit, Mich.; Wm.. Pfaff, New Orleans, La.; Fran kS. Crane, Topeka, Kan. Ex-officio: J. Linton Engle, president; Fred W. Gage, treasurer; E. F. Hamm, chairman Closed Shop Division; Julius S. Weyl, chairman Open Shop Division.

New Officers Elected

The open session on Wednesday morning was replete with interesting addresses. In the afternoon there were meetings of the Employing Printers of America, Printing Trades Secretary-Managers' Association, and the Law Printers' Association, which continued in the evening. The second educational round table discussion and a meeting of the Advertising Typographers' Association also took place. Thursday morning opened with the executive session of the convention. Following the executive session, the convention threw its doors open again and one of the most interesting addresses of the entire meeting was read by Einer Schatvet, of Brooklyn, New York, which called forth storms of applause. At this session officers, executive councilmen and Executive committeemen were elected.

Long Price List Discussed

In the Long Price List discussion Thursday it was made evident that there is a growing demand among printers of the United States and Canada for the Long Price List. William Green, of New York, past president of the U. T. A., calmly and jovially told the convention that they could have the Long Price List in thirty days if they really wanted it. Bryant W. Venable, treasurer of the Whitaker Paper Co., assured the Typothetae that his company, and he believed all other paper companies, were in business for just two purposes—first, to give the printers what they want, and second, to give it to them in the way they want it. He urged those in attendance to exercise calmness and tolerance in dealing with the paper men, whom he characterized as elements of the industry in which they were engaged, and expressed regret at any feeling of antagonism which had already arisen. Ending his address he said: "I want to say to you, we are for whatever is the best list and just as rapidly as you, in your individual local communities, can get together and satisfy the paper merchants that you are going to support the Long List as they have supported the Long List in Detroit, I think that I can speak as well for every other paper house as for the one with which I happen to be identified, and say you have got the Long List."

Opening Session of U.T.A. Convention

Apprenticeship Training the Big Feature

THE CONVENTION proper was called to order by President, Wm. J. Eynon, at 10 o'clock Tuesday morning. The Mayor of Toronto, Thomas L. Church, officially welcomed the delegates to the city, following the invocation, pronounced by Rev. Dr. Fallis, of the Methodist Book Room, Toronto. In his brief address the Mayor extended the keys of the city, which were warranted to unlock any place but the closed bar, according to Douglas Murray, of the Murray Printing Company, Toronto, who also welcomed the delegates on behalf of the Toronto Typothetae. Mr. Murray said he understood the convention to be one of real bright, snappy business, which would prove a landmark in the lives of the members of the Typothetae.

After the addresses of welcome the convention settled down to business.

Addresses dealing with the work of the organization during the past year were delivered by Past President Wm. J. Eynon, the new president, J. Linton Engle, Secretary, E. T. Miller; Field Secretary, Fred W. Randolph, and Assistant Secretary John G. Wallace. Past President Eynon had good news to report as to the progress the U. T. A. was making. At the end of the fiscal year, September 30th, the organization was composed of approximately 5,000 plants, showing a net gain in membership of 170 members. Great gains have been recorded in the Dominion of Canada and, according to Mr. Eynon, this is the most notable event in Typothetae work of the year.

The finances of the U. T. A., too, were shown to be in a healthy state, with an income of $551,512 and an expenditure of $515,996.

Apprenticeship-Training a Feature

Mr. Eynon then dwelt with great emphasis on the apprenticeship problem, which is engaging the close attention of printers throughout the country, and stated that the commanding feature of the convention was the explanation of the Typothetae's plan of apprenticeship-training. "Educate your apprentices!" This was the big topic permeating the atmosphere.

Throughout the entire four days the subject of education was constantly foremost, and more than ever before the close relation which exists between the problem of employment and the problem of education was shown.

"Equally identified with our industrial relations problems and our educational problems, is the matter of training apprentices for our industry," said Past President Eynon. "Careful statistics show that the printing industry is about 50 per cent. deficient in apprentices. This is not a new condition, but one which has existed to a greater or less degree for a number of years. The United Typothetae of America recognized this as long ago as 1908, when it appointed its committee on apprenticeship education, which later became the Committee on Education. This Committee has studied the whole problem of apprenticeship-training carefully; they have had a vast amount of information to draw on, and would doubtless have been in a position to have laid out for our association a comprehensive programme of apprenticeship-training three or four years ago, had not the war intervened and made impossible anything like apprentice-training. It is a great pleasure, however, to say today that one of the chief features of this present convention will be the announcement and explanation of Typothetae's plan for apprenticeship-training, by the chairman of the Committee on Education, Mr. Henry P. Porter.

"It would seem that the long-cherished hope of our industry for a comprehensive and adequate plan for training future workers in our industry is now about to be realized. If we will but teach a sufficient number of boys and young men the several trades making up our great industry, we will thereby provide a stone wall insurance against any further unreasonable demands on the part of the labor unions, and we will not be called upon to defend the public's just rights for a fair day's work in our industry. This is one of our great problems and none of us dare shirk his duty in this great undertaking.

"Until the present time we were confronted by the restrictions of the unions as to the number of apprentices allowed in a shop; now that the pendulum has swung the other way, and we now have so large a number of non-union and open shops in which there are no restrictions we have the opportunity to quickly correct this unfavorable situation and, therefore, the responsibility is our very own."

WM. JOHN EYNON
Past President of the U.T.A.

Standardization of Papers

The subject of standardization of paper sizes, substances and weights, is one in which the printing industry is particularly interested. Mr. Eynon reported that the U. T. A. Department of Research has been giving the subject considerable attention, and has collected valuable data from European countries as well as from Canada and the United States, and initial steps have been taken toward securing practical results.

Past President Eynon also spoke in glowing terms of the progress made by allied trade branches. He also touched upon the success of the Standard Guide, the fine work performed by the standing and special committees and the advances made in extension work in Canadian cities, namely: Quebec, Ottawa, Toronto, Winnipeg, Vancouver and Victoria. He also referred to the "Three Year Plan" and said there were some men who thought that at the end of three years, the local would then go into its

shell and function by itself and be a howling success. "But you know it is just the opposite. We never should have had the name 'Three year plan,' and it is a mistake to say 'Three year plan.' It is perpetual," emphatically declared Mr. Eynon, who then gave his attention to one of the most momentous questions before the convention.

The Forty-Four Hour Week

"You have a right to expect that at this convention, I should speak to you on the forty-four hour week," said Mr. Eynon, in his opening remarks on this subject. He disclosed that the Open Shop Division and the Closed Shop Division are two autonomous bodies, having full power in all matters pertaining to their respective labor policies, and that the U. T. A. delegated to these two bodies the handling of all matters pertaining to labor. A clear understanding of the position of the U. T. A. as an organization, and its relation to the Open and Closed Shop Divisions, may be gained from a statement by the executive council of the U. T. A. which was issued to enlighten the press of the country. The statement was incorporated in President Eynon's address, and it also throws some light on the Typothetae feeling on the question of shorter hours. The statement follows:

1. The United Typothetae of America, as a body, has never agreed to the introduction of the forty-four hour week in the printing industry.

2. By resolutions adopted at its annual conventions held in 1919 and 1920, the United Typothetae of America has unequivocally disapproved of any reduction in the present working hours, and recommends to its members "that they resist any attempt to enforce such reduction except where such reduction has already been agreed to by contract."

3. The Closed Shop Division of the United Typothetae of America brands as absolutely false the statement that the United Typothetae of America is a party to any agreement made between the representatives of any printing trades unions and any employing printers, acting in their individual capacity, or as members of a Division.

5. It should be recognized that the Closed Shop Division of the United Typothetae of America enjoys complete autonomy in the conduct of its affairs, and the Executive Council of the United Typothetae of America, wishes to particularly emphasize the fact that the membership of the United Typothetae of America as a whole, has never been, nor could it be, represented in the deliberations of the International Joint Conference Council, nor can it be bound by the conclusions thereof.

6. The Executive Council of the United Typothetae of America believes that the deliberate and repeated falsification by labor union representatives as to the attitude of the United Typothetae of America, on the proposed shorter work week, now warrants and demands that such of its members as are under no contract to the contrary take the most vigorous and positive action in defense of their already expressed refusal to agree to any reduction in working hours.

After reviewing a meeting of a Forty-Eight Hour League last July, in which a resolution was passed to continue the present plan of Open and Closed Shop Divisions, with an Industrial Relations Committee properly functioning, the past president brought his address to a close, with the following quotation:

"Have faith in your organization. If there is anything wrong take it up with those who can make it right. Criticize when things go wrong; but make your criticism constructive—and criticize yourself—sometimes. Give due praise where it belongs. Be enthusiastic— it is contagious and wonderfully worth while."

Tolerance, Confidence and Co-operation

The address of Vice-President J. Linton Engle (later elected president), followed the address given by Mr. Eynon. He touched mainly upon the work and experiences of the hard-working U. T. A. officers and spoke of some very interesting remarks made by President Eynon at a recent Typothetae executive meeting, in which the latter said: "In my visits to the several local Typothetaes (I suppose I have visited thirty-five of them), I have made mention of the fact that the one great lesson that the U. T. A. has taught us has been Tolerance, and that from tolerance has come Confidence and Co-operation, and that without tolerance, confidence and co-operation it would have been absolutely impossible for this great organization of ours to accomplish the many wonderful things that it has."

Typothetae's Broad Field

The membership of the Typothetae has grown from scarcely more than 1,600 plants to 5,000; 135 local organizations, from Quebec to Galveston, and from Vancouver to Tampa, said Edward T. Miller, secretary of the U. T. A., in his annual address at the opening session of the convention. Secretary Miller described with apparent intimate knowledge the machinery by which the great work of the Typothetae is being accomplished, and how its many problems are being met and disposed of. He said in Typothetae's rush to the needs of printers desiring advertising service, industrial relationship service, installation of the cost system and other services, the crowning service, that of a Department of Education at headquarters, had for a long time been overlooked. But fond hopes have been at last realized, and the department was now ready for the great work before it.

J. CLARK ACTON. Toronto
Elected First Vice-President of the U.T.A.

Speaking of the work of the Typothetae at headquarters, the Typothetae secretary said the chart of activities and services to locals, designated no less than twelve separate functions and thirty-four activities, while the chart of specialized groups showed some nine possible functions and twenty-seven possible activities. "Is there anyone who can truthfully say it is not worth being identified with the U.T.A?"

"Following me on this programme," said Mr. Miller, "you will have an opportunity to hear from our corps of experts, each of whom will reveal to you some of the in-

EDWARD T. MILLER
Secretary of U.T.A.

FRED W. CAGE
Treasurer of U.T.A.

teresting phases of the work in the department over which he presides."

The Address of the Occasion

The address which received most general approbation was that of Henry P. Porter, and was concerned entirely with the problem of educating apprentices. So also was the address of Layton S. Hawkins, Director of the Department of Education. A plea for a higher standard of craftsmanship through support of the programme of education, was made by Harry L. Gage, of the Mergenthaler Linotype Company. F. A. Silcox, Director of the Department of Industrial Relations, showed the need of education as revealed by industrial statistics. Two entire evenings were given over to an educational round table discussion, and there were no more enthusiastic meetings than these two—the one on Tuesday evening, October 18th, devoted to the new apprenticeship programme of the Committee on Education, and the other on the industrial relations programme of the same committee.

Ninety-seven Per Cent vs. Three Per Cent.

How United Typothetae Aims to Solve the Apprenticeship Problem

By HENRY P. PORTER, Chairman of the Committee on Education, U.T.A.

I AM indeed glad that it is my privilege to be present at this 35th Annual Convention of the United Typothetae of America, because I believe it is a convention that is to go down in printing history, (if not, indeed, general industrial history), as a milestone along the highway of human development.

I am indeed glad that this history-making convention is held on British soil—on that part of this Eastern Hemisphere north of a theoretical line running east and west, where the British Union Jack still flies, because it marks a unity between members of an art, printing, that has carried enlightenment and freedom to the peoples of the world, just as our respective citizenry have a unity in the blood-strain coursing in our veins, for you of the United Provinces of Canada, and we of the United States of America, have a common father and a common mother in the parentage of the Anglo-Saxon race.

It was with a great deal of hesitancy that I accepted the assignment again to formally address a United Typothetae of America convention, because of my transgressions in this manner for many years past, but when I realized that this occasion would permit me, if you do not prohibit it, to give free expression to that pride of race which I have in my Anglo-Saxon blood, and feel to the very marrow of my bones, I was willing again to overcome my disinclination to speak and inflict upon you a few thoughts, knowing they will be received with your usual courtesy, and hoping they will find some response in your hearts and notions.

A Startling Statement

A few months ago a statement was published in the American press to the effect that substantially ninety-seven per cent. of the total expenditures of the United States Government, were for the payment of past, present and future wars, (which include armament, military and navy maintenance, interest on war loans, pensions, etc.), and only three per cent. for other government expenses. The publication of this statement created a mild sensation, and while it appeared certain to thoughtful men that the statement must be a gross error, the later correction did not diminish much the deep impression that was first made.

Upon inquiry of the Bureau of Standards at Washington, I was furnished with a statement which said: "For the fiscal year, 1920, 3 per cent. of the total budget was appreciated for general governmental purposes, (legislative, executive and judicial); 3 per cent. for public works, 1 per cent. for research education and development, and 93 per cent. for the army and navy, railroad deficit, shipping board, pensions, war-risk insurance, and interest on the public debt, all of which are either obligations arising from the war or for preparation for possible future wars."

I am a paci-fist, with the last syllable spelt in boldface capitals, wherever there are hell-born schemes of men or governments who seek to turn back the hands of time and shackle the people of any race or color with their iniquitous policies, but I am almost ashamed to be called a human being when the financial ledger of one of the enlightened nations of the earth, and that a confessedly non-military nation, shows such a balance. What the figures of the military nations of the old world would show I have no means of knowing, but a safe guess would be that their ledgers would be no less appalling—and it is time the sensible men of the world, who have a large part in directing its many-hued governmental activities, should get together and, listening to the still, small voice of the lowly Nazarene, in whom most of them profess to believe, do what they can separately and co-operatively, to bring peace upon this war-racked earth.

Next month a conference begins at Washington to take steps, if they can be taken, to relieve, even though it be in small degree, the military burden which all the world is carrying, and it behooves each of us to pray God that their efforts may be successful.

But I have no intention to discuss military or governmental matters in this paper, my reason for referring to them being that I wished to draw a similar picture as affecting industry and to point you of the printing business to a better day.

The flame of industrial war has burned fiercely in our two nations for many years—it has been no respecter of business, every enterprise from public service to that of laboring in the ditch, being affected. Our own industry of printing has not been overlooked and during the present year practically every city and town where printing is done has felt the heat of our latest struggle—known as the forty-four hour battle.

What is the cause of this warfare? You have no need

to recount the thousand and one reasons which you hear about on the street and read about in the public press. There is only one fundamental or basic reason, and that reason is contained in the answer of Cain, when he was asked regarding the whereabouts of Abel: "Am I my brother's keeper?"

Do we confess or prove ourselves to be our brother's keeper, when ninety-three per cent. of a total expenditure of $5,686,000 is devoted to works of destruction, and only one per cent. to the better things of life, as contained in the words, "education" and development"?

And if we apply the same question to our industrial problems, can we confess or prove ourselves to be our brother's keeper when we devote so much of our time to the expansion of our business, its mechanical equipment and the upbuilding of our several treasuries, and so little to the youth and the adults in our workrooms, upon whom we are so dependent for the functioning of our business?

Let us be square with ourselves. We have not been our brother's keeper, and although most of us claim to be good citizens, and believers in the religion of Jesus, we do not practise what we know to be right.

The Youth And His Future

Let us take the youth and our industry, for example, and see what we do for them—the future producers and owners of our printing plants—yes, more than that, the future citizens, and maybe legislators of our nation.

We have had industrial warfare because when those who are today our skilled draftsmen were boys in our plants, we did substantially nothing to see that they were trained in good citizenship, healthful thinking and interested workers. We looked upon them as necessary evils about the place, and while we admitted that we couldn't have workmen without apprentices, we couldn't take time ourselves to train apprentices, but hoped some one else would, and then later when we needed a workman, we would steal them away.

Oh yes, the organization you belonged to, the Typothetae, had a Committee of Education, and you looked to them to train the apprentices—of course! Why not?—that was their job, was it not? You paid your organization dues, why should you further concern yourself? You didn't concern yourself especially about the common school education of your children; there were state and local committees on education, and schools, and teachers to do that. You paid your city taxes—the rest was up to the schools. Why shouldn't they do what they were paid to do?

Well, the public schools have done a pretty good job considering what is paid, but the fact that most parents do not specially concern themselves in what schools teach, how they teach it, and who teaches it; also do not back up that teaching with continuous, co-operative teaching and training in the home, is the reason why we later find so much lawlessness, irreligious and social trouble in our country.

And the same is true in our industry. Your Committee on Education can plan and programme until the end of time, but unless you as an individual printer, and your local association, as a member part of the national association, shall each do its part, you can never expect to get results, and you will never develop that efficient and loyal type of craftsmen which the craft so urgently needs.

There is a story told of Abraham Lincoln, who was once asked to write a recommendation for a boy whom Lincoln knew. And this is the recommendation Lincoln wrote: "If anyone wants this kind of a boy, this is the kind of boy he should have." Is it not because we have been contented with a certain kind of a boy—and that is why we have got him?

For quite some years past your Committee has labored and slept with the problem of Junior Printing Education. Years back it drew up a programme, the result of wide research and painstaking effort, and submitted it to one of these conventions. It was favorably received, you were gracious enough to give to it your hearty approval —but except for an occasional forward looking, especially interested brother printer here and there, no material progress was made. Were it not for the loyal, undiminishing, never-failing support of your national officers and governing body, who with well-balanced foresight, have always supported this work without stint, your Committee would have long since retired from the work. So we

DOUGLAS MURRAY, Toronto.

Welcomed the U.T.A. Delegates on behalf of The Toronto Typothetæ

come here year after year with reports of progress, and you were always charitable of our errors and generous in your applause. But that was about all.

A New Line Of Endeavor

Failing to get your active, working co-operation on Junior Printing Education, we took up a new line, what I might call adult Printing Education, in order to demonstrate to you men, controllers of business, that education in business is not a mysterious, bookish, crankish sort of foolishness, but a practical, needful, money-making, business-building type of commonsense that causes those who become its devotee to put cash, and more cash, and still more cash, in the cash box.

Did you co-operate then? I'll say you did! That is, you did after you found out that it paid. You were sure after the ninety-seven per cent., cash in value, although you were not keen on even the three per cent. apprentice education. And so the so-called Educational Courses, which your Committee on Education prepared for you, became about as popular as a lone man at a summer resort full of girls, and for a few years now most all of you have been going to school, together with your office staff, studying estimating, cost finding, salesmanship, accounting and advertising—and you keep clamoring for more of the same sort—which you'll sure get in due time, if you'll be patient.

Probably no other industry ever dreamed of having such a ramified and intensified business building programme, such as you have actually got, and you need

PRACTICAL APPRENTICESHIP FOR PRINTERS

The U.T.A. Department of Education Announces a Plan of Organization and the Preparation of Instruction Material

Apprenticeship Handbook There seems to be general agreement that better trained craftsmen are needed in the printing industry. Ways and means for meeting this need are fully discussed in a book entitled "Practical Apprenticeship for Printers" prepared by the U.T.A. Department of Education. This book will first be available at the Toronto Convention when the contents will be the topic for discussion at two Education Round Table Meetings.

Organization. The plan of organization is based on the principle that the industry through its international and local bodies will stand sponsor for the program of training. At the same time provision is made for the active co-operation of the individual employers. The accompanying diagram which appears in the handbook suggests a type of organization for the larger community that has enough education activities to warrant the employment of a local Director of Education. Needs of the detached or isolated shop are met by the "Apprentice Department" plan. In between these two extremes are many varying conditions which are fully considered

Types of Schools. Some of the types of schools discussed are the shop schools maintained by individual plants, local Typothetae schools, continuation schools, evening schools and endowed schools. The conditions under which federal and state aid are available are set forth. Courses of instruction are outlined and required equipment is listed. The approval of schools, the issuance of certificates to apprentices and the general conditions relating to the most successful apprenticeship are here included.

School Room and Shop. Mere service of four or five years in a printing plant does not insure the development of an apprentice boy into a skilled printer. It is possible for him to serve his time without attaining the proficiency of even a two-thirder. On the other hand, the vocational school can never produce skilled printers. The advantages of apprenticeship and vocational training combined will insure the industry a better grade of boy, more faithful service and more highly skilled, intelligent craftsman.

The Indenture. Every apprentice should be indentured. The indenture should guarantee to both parties faithful performance of mutual service. To the employer prompt, accurate and faithful service, to the apprentice thorough, systematic and complete instruction in the trade and related technical subjects.

Contents of Book

I. The Meaning of Apprenticeship.
II Organization for Apprentice Instruction
III Types of Schools
IV. Equipment and Instruction
V. Content of Courses.
VI Employer and Apprentice their relations to each other and to the Industry
VII Course for two year Vocational School
VIII. Craftsmanship Requirements
IX Selection of Apprentices and Special Schools
X Apprentice Lectures and Special Service

Units of Instruction In order to furnish a standard of instruction and to facilitate the work of local instructors the U.T.A. Department of Education has started a comprehensive program of preparing instruction material for the courses outlined in the hand book. The material has been arranged in groups of instruction units. For example the group on Elementary Composition consists of four units:

Unit 1—Type Cases
Unit 2—Pulling and Correcting Proof
Unit 3—Distribution
Unit 4—Styles of Composition

Each of the other groups is similarly constructed

Instructors' Guide and Students' Lessons. For each of the instruction units there is an instructors' guide and a number of individual lesson sheets for each student. The instructors' guide contains a statement of the teaching aim of the unit, the equipment needed, the conditions necessary and specific suggestions concerning the teaching of each lesson. The students' lesson sheet contains the essential theory, directions for the practical work and questions which bring out the leading facts and practices connected with the lesson. The first unit "Type Cases" in the Elementary Composition Group is broken up into five lessons as follows:

Lesson 1—Learning the Case
Lesson 2—Using the Comp. Stick
Lesson 3—Spacing and Justification
Lesson 4—Emptying the Stick
Lesson 5—Setting Changed Measures

Self-Teaching. These lessons are being worked out in detail and are made as nearly self-teaching as possible. This will conserve the time of instructor and student and help the inexperienced instructor to avoid many mistakes. This will also make it possible for apprentices in smaller places, where it is not feasible to conduct a class with a regularly employed instructor, to receive instruction. The lessons may be sent to him and he can get his instruction in the shop under the supervision of a journeyman printer

Shop and Related Instruction. It is recognized that the object of an apprenticeship system is to teach the boy a trade. The trade can not be properly learned unless the boy knows the English, mathematics, design and business methods which accompany the trade. For this purpose there is included groups of units in related subjects.

Approval of Schools. This instruction material will be available only to schools approved by the U.T.A. Department of Education

Instruction Groups

Group	Name of Group	No. Units	No. Lessons
I	Elementary Composition	4	19
II	Book Composition	7	26
III	Tabular Composition	1	6
IV	Advertising Composition	6	12
V	Job Composition	6	66
VI	Stone Work	5	19
VII	Platen Press	11	52
VIII	Cylinder Press	11	62
IX	Linotype	6	48
X	Monotype	11	59
XI	American Social and Industrial History	4	26
XII	English for Printers	5	31
XIII	Arithmetic for Printers	6	35
XIV	Design for Printers	9	54
XV	Pamphlet Binding	7	30
XVI	Shop Routine	8	12
XVII	Power Equipment	2	8
XVIII	Health and Safety	2	12

PLAN OF UNITED TYPOTHETAE APPRENTICESHIP COURSE

no word from me as to what this adult training progress has done for the industry.

But while great progress was being made in this adult or administrative side of Printing Education, your Committee did not forget what it has always considered as its biggest job.

There were schools to be nurtured and brought up to desired standards and made successful. There were public school schemes and policies throughout the land that in some cases were beneficial, in many others detrimental, to good printing education, that had to be standardized. There were books to be written and brought out, so there would be competent tools with which to teach.

There were apprentice training plans to be tried out under varying conditions in different parts of the country, so that the best might be adopted and the rest discarded.

Some of you good people got quite restive under the repeated urgings of your Committee, who sought your co-operation in various ways—our National Schools, for instance. Why bother to send boys to Indianapolis, or Carnegie, or Harvard? Why indeed! Well, only to make them better printers and the nucleus upon which to build a better printing business—that's all! Thank God some of you printers did co-operate; some co-operated finely—others magnificently. And at last—this year for the first time after years of hard work, your schools are actually filled with students!

Your committee has been ready for some time to announce its full apprentice policy, but feared to do so until a time should arrive when you, as an industry, would be actually ready for it. Apprenticeship during the war and the hectic days that followed, seemed to be the dream of an idealist—but we knew the day would come, meantime you were learning, through the Educational Course, that education paid. Finally, the time did arrive—then how you good people did wake up!

But we had no short cut, quick training remedy to offer. Our job was a more important one than that. It was the making of thoroughly skilled craftsmen, the building up of a higher type of printing craftsmanship, founded on sound education and good citizenship. Such work cannot be done in twenty-four hours, or twenty-four months.

Those of us serving on your committee suffered from the strike the same as you did—and we doubtless did the same as you did—fought the strike in every legal and proper way, doing emergency training in our own shops and localities—and we won out in the contest.

But while we were doing this strike-breaking work in our own plants we were not forgetting you—and the job we've been on for some years past. So we said: "At last the time has arrived when the printing trade really wants apprentices—all right, we'll go full steam ahead."

Upon authorization of your National Officers, who skillfully steered the Typothetae ship upon a straight and steady course throughout the strike storm, your committee hunted up, lassooed and hog-tied to this great work, the best qualified man in the country. Mr. Layton S. Hawkins, of Washington, who left the Federal Board work to come with us as the head of our new Department of Education.

Then things began to hum, and with the efficient help of Mr. Lee and other department assistants at headquarters to say nothing of our good genial secretary, Colonel Miller, Mr. Hawkins began the big job of developing, and putting into effect the plans of the committee.

Finishing Touches of Big Plan

What was the result? The finishing touches were put to the committee's plans and a broad, practical and far-reaching progress worked out. Lest you may think I'm talking in high-keyed language, let me show you this book, which some men declare to be the greatest piece of trade literature ever produced.

It is entitled, "Practical Apprenticeship for Printers," and between its covers is a mine of information on every phase of apprenticeship instruction, telling you what to do, and how to do it. It is an instruction book, or guide book, to the making of good citizens and skilled mechanics. It has been prepared for the use of local Typothetae Committees, or individual employers. This little book re-

presents a big project—and if you men will do your part as your committee has tried, and is trying to do its part, you will reap a reward incalculable in any known standards of measurement.

Your Committee has never considered its educational job as one confined to making proprietors more successful, and apprentices competent workmen. It never lost sight of the fact that the industry has tens of thousands of adult workers ranging from young manhood to old age, who must also be provided for. While it is true that the induction of properly trained apprentices into an industry is like the "little leaven that leaveneth the whole lump," nevertheless if we otherwise ignore that it will not turn out to be good bread and both the "leaven" and the "lump" will be spoiled.

Another Good Book

Here is another little book. This book, modelled upon the same general lines as the first one, entitled "Practical Apprenticeship for Printers," is entitled "Practical Industrial Relationship for Printers," and aims to live up to its title by the suggestions it contains for developing, establishing and maintaining a sane and practical co-operative relationship between the workers and employers as a group in a given locality, as well as between the management and the workers in an individual shop.

The plan in this book is not a cure-all. It contains nothing especially new, nothing startling, nothing visionary. It merely points the way to a uniform, first-step programme. It is a sensible plan for sensible men.

As I was penning these words at my home last Friday evening, this question came to me: What magnet is it that draws so many of our progressive business men from their homes and offices to a convention gathering such as this? Some travel a thousand, two thousand miles; many travel hundreds of miles. Why do they come? Do they come merely to learn how to manufacture more economically, produce more profitably, make more money? These are compelling reasons, of course. But are those the only reasons—do they represent the big reason? I think not.

I think the big, dominant, underlying motive that brings us together and causes us to sit patiently and listen attentively is because of a spiritual affinity. We are more than money makers, we are empire builders, civilization ambassadors, believers in and workers for that coming epoch which some men call the Kingdom of God. When the relations between those of us who are employers and those of us who are employees, will be comparable to the peaceful relations which do exist between those who, living on this side of the line, look upon the British Union Jack with shining eyes, and those who, living on the southern side, look upon the Star Spangled Banner also with shining eyes, the twin emblems of that civilization which has ever striven to make the world better, and whose outposts are at every gate of commerce on every important sea highway, and whose statesmen, representatives of their respective peoples, grasp each other's hands in the fellowship of blood brothers.

It is not weak and unbecoming, therefore, to say, as Abram said to Lot: "Let there be no strife, I pray thee, between me and thee, and between my herdsmen and thy herdsmen, for we are brethren."

High Ideals

We, as printers, are much in advance of other business men in many things—in our wonderfully effective trade organization; in our mutual sacrifices of time and effort for each other, and the cause we represent; in our opportunities for education in the trade and for the trade; in the cohesiveness of our membership, member backing up member; in the international character of our organization, Canadian and American uniting under one common banner; in the plans for the education of the youth and the adult of our industry.

Let us grapple this double problem which we have, apprenticeship training and industrial relationship betterment, and put it over. Let it not be said of us that we are ninety-seven per cent. militant and three per cent. constructive. We've proved our militancy—that we can fight and know how to fight—now let us prove that we know what to do after winning a fight, by concentrating our attention upon the development of a better spirit, a better manhood and a better womanhood in our industry.

Mr. Porter's Daughter Receives $5,000

At the closing session of the Typothetae convention several features not on the programme added to make it unusually interesting. In recognition of the services rendered by Henry P. Porter, superintendent of the Department of Education of the Typothetae, Mr. Porter was tendered a gift of $5,000, which was collected by subscription from members of the organization. Mr. Porter refused the gift, with an expression of gratitude, stating that the results of his work were his reward and asking members to aid in advancing the projects of his department. Mr. Finlay, of Boston, who made the presentation, took the check from Mr. Porter, stating that he intended to deposit it to the credit of Mr. Porter's daughter at Boston.

Past President William John Eynon was presented with a medal in recognition of his great services to the U. T. A., and the new president, J. Linton Engle, was given a beautiful basket of flowers. Vice-president Acton referred to the honor which had been bestowed upon him in electing him to the first vice-presidency. He said his election was a distinct tribute to Canadian endeavor, rather than to himself.

An Increase of 79 Recorded

The total registered at the 35th Annual Convention at Toronto reached the number of 1,231, a good increase over the 34th annual convention of 1920 at St. Louis. The registration was divided as follows:

Thirty-Fifth Annual Convention, Toronto

Delegates	374
Alternates	42
Members at large	15
Local members	175
Guests	521
Secretaries and employees	105
Total	1,231

Thirty-Fourth Annual Convention, St. Louis

Delegates	391
Alternates	72
Members at large	61
Local Members	183
Guests	384
Secretaries and employees	61
Total	1,152

Getting 100 per cent Value

Realizing that to pile booklets on counters and pay no attention to where they go is often encouraging their misuse, one enterprising printer suggests that a series of pigeonholes be arranged at a convenient place, on the counter or near the entrance. Or keep these on the counter adjoining a clerk's desk, situated near the entrance, in a position to see every person who enters. He is thus able to hand out the right booklet or circular, and to get the personal contact that is often so valuable.

The Convention at a Glance

The first sessions of the convention were held on Monday, October 17. The registration booth was opened on the mezzanine floor of the hotel at 9 o'clock in the morning and those in charge of this work had a busy time of it throughout the entire day registering the delegates, alternates, members-at-large, local members who were not delegates, guests and secretaries.

Committee meetings of several sections of the organization marked a part of the activities of the opening day. They were engaged upon matters of a technical nature and in the preparation of their subjects for the opening sessions. The Executive Committee met in the Gold Room, and the Committee on Education assembled in Room G.

The open meeting of the U. T. A. secretaries was held in the banquet room in the afternoon, with F. W. Randolph, field secretary of the U. T. A., presiding. In Room G, at 6.30 o'clock in the evening, the Board of Governors of the Employing Printers of America, and at the same hour in the banquet hall, a banquet was given the visiting secretaries.

An interesting feature was a demonstration of the local Typothetae Bureau services held in the Blue Room at 7:30 o'clock at night and it attracted a large number of visitors. Various district delegations assembled at 7:30 o'clock to nominate district executive committeemen.

At 8 o'clock, special entertainment was provided by the local committee of Toronto for the visitors.

Sessions of Tuesday, October 18

Registration of all the overflow delegates occupied a part of the morning and the first open session of the convention was held in the New Ball Room at 9.30 o'clock. The convention was called to order by President William John Eynon, and the invocation was given by Rev. Dr. S. W. Fallis, of the Methodist Book Room, Toronto. An address of welcome given by Mayor L. T. Church, of Toronto, was warmly received. Douglas Murray, President of the Toronto Typothetae, also welcomed the delegates. The response was made by Vice-President J. Linton Engle. Following the reading of the minutes of the previous convention, President Eynon presented his annual message, after which Mr. Engle, chairman of the Executive Committee, presented his annual address, as did Secretary Edward T. Miller. Field Secretary Fred W. Randolph offered an interesting talk, his subject being "Typothetae from the Field Man's Viewpoint." Other addresses were: "Light Houses for Printers," by Assistant Secretary John G. Wallace; "What's the News," by Walter R. Colton, director of the Department of Research; "Surveying the Market," by Noble T. Praigg, director of the Department of Advertising; "Why the Newspaper Publisher and the Commercial Printer Should Co-operate," by Frank E. Gannett, editor of the Rochester Times-Union. The appointment of nominating, resolutions and necrology committees completed the first day's open session.

The Closed and Open Shop sections were held Tuesday and the Open Shop Section defeated a resolution calling for the addition of both sections and the other division decided to continue its organization.

The Second Open Session. Wednesday morning, October 19

9.30—Convention called to order by President William John Eynon; announcements; report of committee on credentials; report of committee on nominations; report of necrology committee; 9.45, address, "The Specializing Member and His Problems," Frank M. Sherman, Director of the Department of Specialized Branches; 10.10, address, "Ninety-seven Per Cent. Vs. Three Per Cent," Henry P. Porter, chairman of the U. T. A. Committee on Education; 10.45, address, "Putting Vocational Training Across," Layton S. Hawkins, Director of the Department of Education, U. T. A.; 11.00, address, "Education and Better Craftsmanship." Harry L. Gage of New York, Former Director School of Printing, Carnegie Institute of Technology; 11.15, address, "Ink and the Printer," David H. Sloane, secretary, National Association of Printing Ink Makers, New York; 11.30, address, "Greater Co-operation—More Business," E. W. Houser, past president American Photo-Engravers' Assn.; 11.45 address, "Industrial Statistics—a Safeguard Against Trouble," F. A. Silcox, Director of the Department of Industrial Relations, U. T. A.; 12.00, introductory remarks, "The Long Price List," W. V. Parshall, chairman, U. T. A. Long Price List Committee; 12.20, address, "The Long Price List Accepted in All Trades," E. Lawrence Fell, former president, U. T. A.; 12.45, general discussion, led by Henry Upton, Montreal.

In addition to the open shop session, the following program was carried out:

2.30 P. M., Meeting Employing Printers of America, Pompeian Room; 2.30 P. M., meeting, Printing Trade Secretary-Managers' Association, Banquet Room; 3.30 P. M., meeting, Law Printers' Association, Gold Room; 6.30 P. M., annual banquet, Secretary-Managers' Association, Banquet Room.

7.30 P. M., meeting, Law Printers' Association, Gold Room; 7.30 P. M., meeting, Advertising Typographers' Association, Room "G."

The Final Session, Thursday, October 20

9.30 Convention called to order by President William John Eynon. Only members holding proper certificates of registration were entitled to sit in this meeting which was an Executive Session.

At the adjournment of the Executive Session, the doors were thrown open to all guests and visitors. Pages announced the open session in the lobby and on the mezzanine floor.

Final Open Session—New Ball Room: Address, "How Typothetae Revealed Itself to the Brooklyn Printers," Einar Schatvet of Brooklyn, New York; address, "How Printed Salesmanship Has Built Bigger Business in Canada." C. C. Ronalds, of Montreal; address, "The Elimination of Waste in the Printing Industry," John H. Williams, of Day & Zimmerman, Engineers, New York City, who investigated the Printing Industry for the Federated American Engineering Societies.

Address, "The Standardization of Paper," Frederick A. Curtis, Chief of Paper Section, U. S. Bureau of Standards, Washington, D. C.; election of officers; unfinished business; new business; adjournment.

9.30 A. M., Meeting, Secretary-Managers' Association, Banquet Room: 7.30 P. M., Open Session of International Trade Composition Association, Gold Room; 7.30 P. M., meeting of the new U. T. A. Executive Committee, Banquet Room.

Education Round Table

One of the most interesting and instructive features of the convention was the educational round table held on Tuesday and Wednesday evenings. The first evening was devoted to a discussion of practical apprenticeship for printers and the program, over which E. Lawrence Fell of Philadelphia, presided, was as follows:

"Why Train Apprentices?", Thomas E. Donnelley, The Lakeside Press, Chicago; "Practical Apprenticeship for Printers," Henry P. Porter, Chairman, U. T. A. Committee on Education; "Organized for Service," Layton S. Hawkins, Director U. T. A. Department of Education; open discussion.

On Wednesday night, the subject was "Industrial Relations" and the meeting was in charge of Albert W. Finlay, of Boston, Mass. The program was as follows:

"The War—and After," Fred W. Gage, Treasurer, U. T. A.; "Practical Industrial Relations for Printers," Henry P. Porter, Chairman, U. T. A. Committee on Education; "The Big Job—Let's Do It," William John Eynon; open discussion.

Resolutions Passed at the Convention

Long Price List

The program provided for a discussion of the Long Price List, giving both sides of the question. Mr. E. Lawrence Fell presented it from the printer's standpoint but the National Paper Trade Association who were asked to furnish a speaker to present the Long Price List from the paper merchant's standpoint, refused to do so and after the matter had been thoroughly discussed by the Convention, the following resolutions were unanimously adopted:

WHEREAS, the printer is a converter and retailer of paper and other materials entering into the production of printing and, as such, is entitled to the same protection as is accorded to wholesale purchasers in practically all branches of American commerce and—

WHEREAS, the Long Price List, as advocated and endorsed by the 35th Annual Convention of the United Typothetae of America, conforms with practices in other industries to bring about proper protection of the retailer by the wholesaler, now, therefore be it

RESOLVED, That this 35th Annual Convention of the United Typothetae of America, in the firm belief that the universal adoption and use of the Long Price List by the paper merchants of North America will accomplish very definite benefits to the printing industry, hereby directs its members that through their various local organizations they respectfully insist that the Long Price List be adopted in their jurisdictions, January 1st, 1922.

MOVED, That this 35th Convention of the United Typothetae of America, after consideration of the entire matter, most earnestly and emphatically endorses the universal use of the Long Price List in the merchandising of paper in the printing industry.

General Resolutions

Mr. Benjamin P. Moulton, Chairman of the Committee on Resolutions, presented the following resolutions all of which were unanimously adopted by the Convention:

The Forty-Four Hour Week

WHEREAS, There still continues to be misrepresentation as to the position of the United Typothetae of America upon the question of granting a forty-four hour work week,

NOW, THEREFORE, BE IT RESOLVED, That the Thirty-Fifth Annual Convention of the United Typothetae of America in convention assembled restate unequivocally its disapproval of any reduction in the present working hours, and recommends to its members that they resist any attempt to enforce such a reduction except where such reduction has already been agreed to by contract.

RESOLVED: That the following clause should be inserted in any agreement pertaining to hours, wages or shop rules and working conditions that may be entered into with any organization by any Division, Sub-Division, Branch, Local Association or Individual Member of the U. T. A.

"This agreement in nowise binds the U. T. A. of which we are a constituted part and hold complete autonomy in all matters pertaining to hours, wages, shop rules and working conditions."

Co-Operation With Allied Trades

WHEREAS the growth and expansion of the printing industry on the North American continent calls for a closer affiliation and co-operation of the many elements entering into it; and

WHEREAS these many and varied elements are at present organized separately and functioning only for their specific purpose, without reference to the effect on kindred industry; and

WHEREAS believing that many of the evils and abuses resulting therefrom can be remedied by co-operation and a consequent consideration of the problems common to the allied industry;

Therefore be it

RESOLVED that the United Typothetae of America recommends to its locals and membership the establishing of a point of contact with these allied trades, wherever possible, by committee or otherwise, to the end that harmonious relations may be assured, abuses minimized and conditions of mutual benefit realized.

Continuation of Support

WHEREAS the so-called three year plan has proven its worth invaluable even beyond expectations, and

WHEREAS several of these three year contracts between Locals and the U. T. A. are now about to expire, and

WHEREAS the wonderful educational work of our organization must be continued for the benefit of the industry; now therefore be it

RESOLVED that this Convention strongly urges all local Typothetae to continue their loyal support to the end that the work of our great organization may go on without interruption and with increased usefulness.

Vocational Education

WHEREAS the UNITED TYPOTHETAE OF AMERICA is actively interested in and unanimously supporting a program of Vocational Education and,

WHEREAS the aid extended by the Federal Government, the States and the Local Communities under the Smith-Hughes Act is becoming increasingly important in the promotion of this program and,

WHEREAS various proposals have been made to enact Federal legislation affecting the administration of the Smith-Hughes Act,

BE IT RESOLVED that the U. T. A. heartily endorses the program of Vocational Education as being developed under the Smith-Hughes Act through the State Boards for Vocational Education and,

BE IT RESOLVED that the U. T. A. strongly recommends that in any reorganization the administration of the Smith-Hughes Act be placed under a special bureau charged with the specific responsibility of promoting Vocational Education to the fullest extent.

BE IT FURTHER RESOLVED that the President of the U. T. A. be and hereby is authorized to communicate these resolutions to such officials, organizations and individuals as he may deem wise and necessary to make them most effective.

Apprenticeship Training

WHEREAS no problem of greater importance confronts the Printing industry of to-day than that of Apprenticeship, and

WHEREAS the proper training of Apprentices and in sufficient numbers is too often neglected by the employing printer, and

WHEREAS the Committee on Education has completed an appropriate apprenticeship plan,

BE IT RESOLVED that the attention of our membership be directed to the necessity of prompt action, looking toward the development of the future workman of our craft and to carefully consider the United Typothetae of America Apprenticeship plan.

Thanks to Toronto Typothetae

WHEREAS the Officers and Members of the Toronto Typothetae have given untiringly of their time for the comfort and enjoyment of the delegates and visitors to this 35th Annual Convention and by their generous entertainment and attention to the many details, have so largely contributed to the success of the Convention.

THEREFORE BE IT RESOLVED that the sincere thanks of the Convention be extended to the Toronto Typothetae for their cordial welcome and untiring efforts in our behalf.

Reaffirmation of Recommendations of Cost Commission

The recommendations of the Cost Commission which were adopted last year were reaffirmed by the Committee on Resolutions, 1921.

Canadians at the U. T. A. Convention

All persons who attended the meetings of the U. T. A. Convention at Toronto were first required to register as delegates, alternate delegates, local members or trade guests, after which badges were supplied bearing the status of the holder. An examination of the records at the registration booth showed the Canadian attendance to be 350. Forty-three of this total came from points outside of Toronto. The names of those in attendance representing respectively some particular firm were recorded as follows:

E. Roy Shantz, Merchant's Printing Co., Kitchener, Ont.; O. R. Wallace, Wallace Printing Co., Guelph, Ont.; L. E. Flack, Georgetown Coated Paper Co., Georgetown, Ont., B. G. Gummer, Guelph Herald, Guelph, Ont.; Robt. Fortier, Joseph Fortier, Limited, Montreal, Que.; Geo. E. Gravel, Messenger Press, Montreal, Que.; Donald J. Allan, Benallack Litho. & Printing Co., Montreal, Que.; Richard Malkin, Canadian Advertising Agency, Montreal, Que.; Wm. Brand, Sec. Local Typothetae, Vancouver, B.C.; Jas. C. Nicholson, Nicholson Limited, Vancouver, B.C.; Geo. H. Allen, John Martin Paper Co., Winnipeg, Man.; W. H. Quinn, Public Press Ltd., Winnipeg, Man.; T. W. Taylor, T. W. Taylor Company, Winnipeg; A. R. Hignell, The Hignell Printing Co., Winnipeg, Man.; Peter Wilson, Sentinel-Review Company, Woodstock, Ont.; James Heveron, Sentinel Printing Co., Waterloo, Ont.; Geo. G. Kublmann, Dominion Office Supply Co., Walkerville, Ont.; Chas. M. Pritizher, Curtis Company, Windsor, Ont.; Leonard Shilvock, Shilvock Bros., Vancouver, B. C.; C. W. Paull, United Paper Mills, Hamilton, Ont.; James J. Hurley, Hurley Printing Company, Brantford, Ont.; W. F. Herman, Saskatoon Daily Star, Saskatoon, Sask.; John Munro, Government Printing Bureau, Ottawa, Ont.; A. W. Crawford, Dominion Government, Ottawa, Ont.; Alex. E. Mortimer, Mortimer Company, Ottawa, Ont.; Edmund Ryder, Government Printing Bureau, Ottawa, Ont.; A. C. Hewitt, Miller & Richard, Toronto, Ont; Harry Upton, Dominion Press, Montreal, Que.; James B. Orr, London Printing & Litho. Company, London, Ont.; Geo. W. Wilson, Wilson & Wilson, Lindsay, Ont.; I. A. Shantz, Merchants Printing Co., Kitchener, Ont.; W. A. Gutpell, Merchants Printing Co., Kitchener, Ont.; William Besserer, Daily Record, Kitchener, Ont.; W. W. Whitney, St. Lawrence News, Iroquois, Ont.; G. F. Heath, Heath & Fairclough, Hamilton, Ont.; C. Fairclough, Heath & Fairclough, Hamilton, Ont.; Arthur G. Moore, Moore Printery, Hamilton, Ont.; Chas. Gardner, Gardner Press, Hamilton, Ont.; A. H. Wright, McDonald Printing Co., Hamilton, Ont.; R. L. Mitchell, Buntin-Gillies & Co., Hamilton, Ont.; J. G. Lowe, J. G. Lowe Printing Co., Hamilton, Ont.; Arthur Jones, Wallace Printing Co., Guelph, Ont.; H. J. Moore, Acton Free Press, Acton, Ont.

Toronto List

A. H. Boyd, Commercial Press Limited; A. M. Moore, Printers Guild; John Kellett, Provincial Paper Mills; W. J. Barber, Provincial Paper Mills; Alex. Munroe, Southam Press; Ernest Weld, Bryant Press; J. B. Piper, Provincial Paper Mills; Vergie I. Trotter, Toronto Typothetae; M. A. Sanderson, Toronto Saturday Night; Chas. Childe, W. J. Gage & Company; Harry E. Reid, Canadian Linotype Company; J. P. Selby, Crane Bolander & Selby; Walter J. Wood, Southam Press; H. F. Kent, W. J. Gage & Co.; Thos. H. English, Toronto Saturday Night; Arnold W. Thomas, Copp, Clark & Company; J. Bolander, Crane Bolander & Selby; A. Speers, A. Speers & Company; C. H. Creighton, Stephenson, Blake & Company; Chas. S. Taylor, Ritchie & Ramsey, Limited; Jno. M. Finlay, Ritchie & Ramsey, Limited; C. H. Brooks, Commercial Press; W. H. Mottershall, Printer & Publisher; H. King, Commercial Printing Co.; Geo. S. Graydon, Service Press; Fred J. Craddock, Telford & Craddock; Fred Hancock, Print Craft Limited; Geo. Gill, Gill Brothers; F. J. Howard, Toronto Saturday Night; C. A. Gill, Gill Brothers; A. S. Balfour, Ontario Press; K. E. George, Ontario Press; F. F. Clarke, F. F. Clarke & Company; John J. Lynch, Espie Printing Company; Frank M. Brown, College Press; Atwell Fleming, Atwell Fleming Company; Wm. L. Cope, Ryerson Press; Alf. H. Franks, Buntin, Reid & Company; Wm. Wood, Fred W. Halls Paper Company; E. B. Munroe, Wilson-Munroe Company; Felix A. Belcher, Belcher Printing Company; John Miln, Miln-Bingham Printing Co.; Arthur G. Peters, Hunter-Rose Printing Co.; W. D. Johnston, Ault & Wiborg Company of Canada; H. A. Nicholson, MacLean Publishing Company; Daniel Douglas, Douglas Bros.; Wm. C. Douglas, Douglas Bros.; P. O. Roberts, Ault & Wiborg Company of Canada; Wm. Scarlett, Wilson-Munroe Company; P. L. Lawder, Woman's Century; Daniel R. Logan, H. J. Logan Machinery Co.; H. B. Donovan, Jr., Business Printing Company; Norman A. Welch, Welch & Quest; Atwell Fleming, Jr., Atwell Fleming Company; H. J. Byron, Commercial Press; W. E. Harrison, Atwell Fleming Company; Malcolm Smith, Smith Brothers; Henry Rogers, Printers' Guild; W. J. Woodman, T. Eaton Company; Miss M. Dyment, Canadian Linotype Limited; Harry Hooke, Brown Bros.; J. R. K. Taylor, F. F. Clark & Co.; John J. Howarth, Copp-Clark Company; H. W. Thornton, R. G. McLean Printing Company; Fred W. Halls, Fred W. Halls Paper Company; John L. Davidson, Canadian General Electric Co.; Ed. S. Munroe, Wilson-Munroe Company; Miss K. Ward, Hunter-Rose Printing Co.; Fred Diver, Central Press Agency; Chas. Illingworth, Southam Press; J. C. J. Attack, Acton Publishing Company; Samuel L. Crealock, Diamond Press; Geo. W. Pauline, Ritchie & Ramsay, Ltd.; Robt. J. Flynn, Buntin, Reid & Company; Fred T. Maughan, Barber-Ellis Company; J. Williamson, Davis & Henderson; J. Ernest Sampson, Color Craft Ltd.; G. Frank Hughes, Allen Paper Company; S. H. Moore, Moore Type Foundry; T. G. Ballantyne, Consolidated Press; Louis C. Hughes, Toronto Type Foundry; Wm. Campbell, Hunter-Rose Printing Company; L. Maude Mill, Southam Press; C. F. Grumpton, Stephenson, Blake & Co.; Geo. Shepard, Geo. Shepard Printing Co.; G. H. Clark, Lanston Monotype Machine Co.; H. E. Mountstephen, Lanston Monotype Machine Co.; C. A. B. Jennings, Toronto Saturday Night; H. H. Weldon, Provincial Paper Mills; Mr. Pearsall, Sovereign Press; H. B. Lloyd, Sovereign Press; H. Hobson, Sovereign Press; O. B. McLeod, McLeod & Kenny; G. Gagnier, Consolidated Press; J. Smythe Carter, Ontario Press; H. G. Hacken, Ontario Press; H. G. Everall, Geo. Everall Company; Thos. Noble, Welch & Quest; R. F. Stewart, Color Craft; J. M. Calder, Times Printing Company; F. M. Kimbark, Business Systems; Tom Henderson, Henderson Bros.; Robt. J. Espie, Espie Printing Company; Robt. E. Roddy, Chas. Roddy; W. Henderson, Henderson Bros.; C. L. Kenny, McLeod & Kenny; Fred A. Kirby, Multigraphing Company; J. E. Moore, Daville Press; H. J. Hambly, Robt. Simpson Co.; Robt. H. Smith, Robt. H. Smith; Dulton Copp, Copp Clarke & Co.; E. M. Jefferson, Miller & Richard; M. A. Wareham, De Carle & Wareham; Allan Thomas, Copp Clarke & Company; Thos. Bailey, Miller & Richard; Geo. E. Smith, United Press; Wm. W. Howett, United Paper Mills; W. Kingsland, Printer & Publisher; Jos. Black, Monetary Times; W. G. Mould, Lanston Monotype Machine Company; J. A. Davidson, Buntin, Reid & Co.; John J. Howarth, Toronto Saturday Night; Norman R. Perry, Toronto Saturday Night; J. D. Coleman, Color Craft Limited; J. Moore, United Paper Mills; Geo. Dudley Thomas, Copp, Clarke & Co.; Miss Alberta Everall, Geo. Everall Co. Ltd.; Mrs. N. R. Wessels, Allen Paper Co.; Edna Henderson, Henderson Brothers; Audrey Brewer, Toronto Saturday Night; A. Baillie, Can. Linotype Company, Limited. O. B. Henderson, Davis & Henderson Co.; Wm. H. Brigden, Brigdens Limited; Fred W. Rose, Hunter Rose & Co.; Chas. A. W. Fenton, De Witt-Fenton Company; Wm. L. Powell, Waverley Press; A. S. DeWitt, DeWitt-Fenton Company; Wm. J. George, Grand & Toy, Limited; W. J. Telford, Telford-Craddock; Jas. G. Wilson, Wilson Press; W. F. Thomas, Copp, Clarke & Company; Adam L. Lewis, Southam Press; F. S. Thomas, F. S. Thomas & Company; D. McKinnon, Commercial Press; Wm. Lesey, Commercial Press; Victor M. Brown, College Press; E. R. Popham, Hunter Rose Company; G. Elmre Scheibe, Geo. T. Scheibe Co.; C. W. Rous, Rous & Mann; Douglas S. Murray, Murray Printing Co.; Walter Quest, Welch & Quest; Wm. B. Hanna, Litho Print; Arthur Vewett, Provincial Paper Mills; J. H. L Patterson, Miller & Richard; H. E. Pearen, Lyon & James; Fred P. Daville, Daville Press; Geo. Brigden, Brigdens Ltd.; H. L. Thompson, Copp, Clark Company; W. R. Barbour, Toronto Saturday Night; Wm. C. Baker, Milne Bingham

Printing Company; Leo Smith, United Paper Mills; Beverley Maguire, Provincial Paper Mills; Ernest J. Call, Southam Press; Burt Hurd, Sinclair, Valentine & Hoops; Alfred Archer, Canadian Linotype Company Limited; Victor J. Diner, Central Press Agency; Jas. S. Murray, Murray Printing Co.; L. D. Murray, Murray Printing Co.; R. D. Croft, Croft & Wright; J. L. Lewis, Sinclair, Valentine & Hoops; Thos. Bland, Canadian Linotype Company, Limited; T. W. Weir, Canadian Linotype Company, Limited; Frank H. Houghton, Sinclair, Valentine & Hoops; W. A. Sutherland, Toronto Typothetae; O. J. Hutchinson, MacLean Publishing Company Limited; McKenzie Wright, Croft & Wright; H. E. Jackson, Miller & Richard; Emily King, Commercial Printing Co.; Wm. Hamilton, Stevenson, Blake Company; L. W. Beatty, Trade Composition Co.; J. L. Pepper, Trade Composition Co.; John Maidlow, Jr., Acme Press; J. A. Roger, Toronto Typothetae; E. M. Conway, Toronto Typothetae; Geo. E. Downie, Buntin, Reid Company; C. S. Weddel, Toronto Typothetae; J. N. Lewis, Toronto Typothetae; Geo. H. Scott, Barber-Ellis Limited; Fred Moss, Jackson-Moss & Company; Chas. Levey, Commercial Printing Company; J. W. Darwen, Noble Scott & Company; H. C. Woods, Warwick Bros. & Rutter; John M. Henderson, Henderson Bros.; W. Winterstein, Ontario Press; G. R. Warwick, Warwick Bros. & Rutter; Noble Scott, Noble Scott Limited; Jno. Baileymill, Toronto Saturday Night; Fred J. Mann, Rous & Mann Limited; Dan. A. Rose, Canadian Copying Assn.; David R. Keys, University of Toronto; Mrs. Aubrey Brewer, Saturday Night Press; L. L. Clogg, Saturday Night Press; W. J. Moore, Woman's Century; H. D. Tressider, Printer & Publisher; Mrs. Felix A. Belcher, Belcher Printing Company; W. C. Creighton, Stephenson, Blake & Company; R. G. McLean, R. G. McLean Limited; Miss M. O. Little, Ontario Press; Thos. Aneling, Good Printing Company; E. J. Hathoway, Warwick Bros. & Rutter; John Darwen, Noble Scott Limited; H. Mundy, Print Craft, Limited; Fred C. Roberts, The Victory Press; Sophia Levey, Commercial Printing Co.; H. J. Logan, H. J. Logan Machinery Co.; Howard C. Hoops, Sinclair, Valentine & Hoops; N. R. Wessels, Allen Paper Co.; Hugh S. Fraser, McMillan Co. of Canada; Jas. J. Salmon, Monetary Times Printing Co.; S. W. Fallis, Methodist Book and Publishing House; Geo. M. Rose, Hunter Rose Limited; H. G. Mannheim, Dom. Embossing Company; M. Sinkin, Automatic Printing Press; S. Marks, Superior Press; Irving H. Gammond, Greenwood Press; W. R. Harvey, E. B. Eddy Company; Geo. N. Morang, G. A. Morang Co.; Edmund L. Young, United Paper Mills; R. I. Findlay, United Paper Mills; Thos. G. Soole, Toronto Type Foundry Co.; H. V. Tyrrell, MacLean Publishing Company; James E. Moir, Brown Bros.; Norman R. Jennings, N. R. Jennings Co.; Edwin J. Bristow, Buntin-Reid Company; R. E. Hewitt, Dominion Printing Ink Co.; Charles Wilford, Carswell Co.; C. A. Mills, Might Directories; Ernest Dawson, Might Directories; Fred W. Halls, Jr., Fred Halls Paper Company; Geo. Good, Acme Press; H. L. Rous, Rous & Mann; G. Elmer Scheibe, Geo. T. Scheibe Company; J. C. Acton, Acton Printing Co.; Percy Hambly, Hambly Bros.; Peter F. Cameron, Print Craft; A. F. Rutter, Warwick Bros. & Rutter; I. F. McMurray, Mono-Lino Typesetting Company; W. R. Adamson, Mono-Lino Typesetting Company; B. H. Brown, College Press; Geo. H. Weld, Bryant Press; Alex. Innes, Bryant Press; Thos. C. McDonnell, Thos. McDonnell Company; Alex. W. Wardill, Bryant Press; E. L. Patchet, Consolidated Press; Ed. M. Fleming, Franklin Press; Ed. Caldwell, Strathmore Press; W. E. Miller, Strathmore Press; Gordon G. Sheppard, Service Press Company; W. G. Cumming, Strathmore Press; Kass Pollack, Commercial Printing Co.; Martin Gardiner, Might Directories; G. A. Young, Hugh C. MacLean Publishing Co.; Joseph A. Murray, Murray Printing Co.; Ernest J. Grant, Grand & Toy, Limited; E. T. Cooper, Trade Composition Co.; S. Sander, Superior Press; Miss M. McBride, Miller & Richard; John MacMillan, Might Directories; Frank Harris, Might Directories; W. H. Griffin, Southam Press; Miss G. Hunter, Southam Press; Percy Cherry, Might Directories; C. Ralph, Might Directories; B. G. Newton, MacLean Publishing Company; J. O. Hamilton, MacLean Publishing Company.

At the End of the Rope

A piece of rope about four inches long, with a miniature savings bank book tied at one end, served as good publicity for the bank it represented. A message in the book read: "You will never be at the end of the rope if you keep a steady bank account with the Westville Bank."

Advertising Typographers Have High Aim

AN ORGANIZATION, not very well known as yet, but sure to make its mark, is the Advertising Typographers of America.

The principal objects of this new branch of the U.T.A. which met during the convention at Toronto, are:

First: To effect a thorough association of advertising composition houses in America; to encourage a higher standard of efficiency, and promote among its members just methods of conducting business.

Second: To meet in annual convention for the discussion of matters pertaining to the business of advertising typography; to disseminate reliable information relative to the best methods of promoting, selling and manufacturing the product of its members.

Third: To encourage the installation of the Standard Cost-Finding System and to compile and interchange information relative to cost and production.

Fourth: To carry on educational activities among its members, whereby the typographic standards of their profession may be raised.

Fifth: To engage in activities calculated to inculcate in the users of advertising a desire for higher standards in typography.

The Advertising Typographers of America met on Wednesday evening, October 19, in Room G of the King Edward Hotel. The organization adopted a new constitution, which had been tentatively adopted last March, whereby it becomes a division of the United Typothetae of America. The opening address was delivered by President Ben C. Pittsford, Chicago. Secretary Frank M. Sherman and Treasurer A. Colish, New York, then made their annual reports.

After transactions of routine business, including the reports of standing committees and the appointment of special committees, the following interesting addresses were made:

"Advertising the Advertising Typographers," A. Colish, New York; "A Permanent Exhibit," Frank M. Sherman, Chicago; "The Advertising Typographers and the Newspaper," Edwin H. Stuart, Pittsburgh. Many of those present participated in the following discussion: "Ethics of Selling Advertising Typography." This included the consideration of standard trade customs.

All the officers were re-elected. They are: President, Benjamin C. Pittsford, Chicago; first vice-president, Montague Lee, New York; second vice-president, Stanley B. Moore, Cleveland; secretary, Frank M. Sherman, Chicago; treasurer, A. Colish, New York.

Insurance of Parcel Post

On and after the 1st of October, 1921, parcels posted in Canada, for delivery within Canada, which conform to Parcel Post regulations, are accepted for insurance up to $100 against loss, rifling or damage while in the custody of the Canadian Postal Service.

The scale of insurance fees is now as follows:—3 cents for insurance not exceeding $5. 6 cents for insurance exceeding $5 and not exceeding $25. 12 cents for insurance exceeding $25 and not exceeding $50. 30 cents for insurance exceeding $50 and not exceeding $100.

The insurance fee is paid by means of postage stamps affixed to the parcel by the sender.

Parcels for insurance should not be dropped into a box or receiver but should be handed in at the Post Office or to a carrier. A receipt will be given the sender, which must be produced in case of a claim being made.

Registration of Parcel Post has been discontinued, the system of insurance taking its place.

Printing House Craftsmen Hold Big Meeting

Splendid Addresses by Prominent Men

OF THE several meetings of interest to printers held in Toronto concurrently with the U.T.A. Convention, none surpassed in enthusiasm the gathering of the Toronto Club of Printing House Craftsmen, held at the Carls-Rite Hotel on the evening of October 19th. One of those dinners for which the Carls-Rite is renowned opened the proceedings. The large attendance of members and guests and the interest displayed throughout the evening, gave great encouragement to the promoters of this comparatively new organization, which brings together the executive craftsmen of the industry for the mutual exchange of ideas.

Prominent Men Present

Among the guests from outside places were Mr. Perry R. Long, superintendent of printing of the Curtis Publishing Co., Philadelphia, and ex-president of the International Association; Mr. W. R. Goodheart, of the Stromberg Allen Co., Chicago, president; Mr. Edward W. Calkins, Southgate Press, Boston, first vice-president; Mr. Harvey H. Weber, of the Baker-Jones-Hausseur Co., Buffalo, second vice-president; Mr. John J. Deviny, U. S. Bureau of Printing and Engraving, Washington, D.C., treasurer—all International officers of the Printing House Craftsmen of America.

The secretary of the Toronto Club, Mr. C. W. Dunnet, read the minutes of the May meeting and the communications from outside clubs, and then the president, Mr. Chas. Keates, in a short address introduced Mr. Perry Long to the Toronto Club, and he in turn made the members acquainted with the International officers, and called first upon Mr. Goodheart, of Chicago, to address the club.

Mr. Goodheart expressed his pleasure at being in Toronto and at meeting the Toronto Club. He briefly outlined the great printing exposition held in Chicago last July, and what led to its unparalleled success. Real work on the part of all connected with it was the answer.

Big Event In 1922

Mr. Calkins, of Boston, gave a very instructive talk on the exposition to be held in 1922 in Boston, while the Craftsmen's Convention was being held. It was the object of the Boston Club to surpass if possible the great achievement of the Chicago Craftsmen, and he hoped that he would have the pleasure of meeting many Toronto craftsmen at that convention.

Mr. Harvey Weber, of Buffalo, was the next speaker. Incidentally, Mr. Weber was largely instrumental in organizing the Toronto Club. He spoke of the work done in Buffalo in regard to the training of apprentices and the value of Craftsmen's Clubs in the various printing centres.

Mr. Deviny, of Washington, is the superintendent of the United States Bureau of Engraving and Printing, and gave an eloquent address on the value of Craftsmanship to printers, and was delighted to meet the Toronto craftsmen.

Mr. Perry Long, of Philadelphia, told of the Exposition at Chicago and what we might expect at Boston next summer. He also outlined the work of craftsmanship since organization, and impressed on the members of the Toronto Club the benefits to be derived from the exchange of ideas among themselves, as well as from the members of other clubs. Craftsmen throughout America stand ready to assist each other to solve the many problems and troubles that continually crop up in the printing business. The Craftsmen's Association was organized for purely educational purposes and it was against the policy of the organization as a body to participate in any labor or wage disputes.

TORONTO PRINTING HOUSE CRAFTSMEN AT THE CARLS-RITE HOTEL

Mr. Peter Wilson, of the Woodstock Sentinel-Review, gave a very humorous Scotch reading in his own inimitable style, which was very much appreciated.

Mr. McMullin, of the Rous & Mann Co., contributed to the musical part of the programme.

Meeting of Typothetae Secretaries

WITH F. W. Randolph, field secretary for the U.T.A., acting as chairman, the various Typothetae secretaries opened their conference on the opening day of the convention. The following programme was carried out:

Employment Bureau, Chas. G. Ward, secretary Buffalo Typothetae; Cost Service and Cost Statistics, Don V. Gerking, secretary Detroit Typothetae; Visiting Bookkeeping Service, S. C. Foinn, Cost Accountant; Waste Paper Service, Geo. J. Geselschap, secretary, Springfield, Mass., Typothetae; Estimate Interchange, W. G. Penhallow, secretary Milwaukee Typothetae; Credits and Collections, Alvin S. Dunbar, secretary Columbus, O., Tuesday afternoon the session was presided over by John G. Wallace, assistant secretary of the U.T.A., and the Typothetae.

The annual banquet was held in the evening. On programme was as follows:

How the Local Can Help Its Membership in Advertising, Noble T. Praigg, director Department of Advertising: Local Application of Industrial Relations Service, F. A. Silcox, director Department of Industrial Relations; Service to Local Groups of Specialists, Frank M. Sherman, director, Department of Specialized Branches; Practical Aid to the Local in Its Educational Work, Layton S. Hawkins, director Department of Education; Stabilizing Local Competition via the Standard Guide, Geo. N. Vorhes, assistant director Department of Research; Local Members Have Problems for Research, W. R. Colton, Director Department of Research.

Prominent Men Pay P. & P. a Visit

Visitors to the office of Printer and Publisher during the U.T.A. Convention included Frederick Gowdy, art director of the Lanston Monotype Co., and the foremost type designer in America; Charles Heale, plant organizer for the Federal Printing Co., New York City; Tom Bateman, sales manager for the Printing Machinery Co., Cincinnati; John Abell, vice-president of the Dexter Folder Co., New York; Harry Hillman, editor of the Inland Printer, Chicago; Edward Yorke, mechanical superintendent of the Vancouver Sun, and John O. King, of the Ludlow Typograph Co., Chicago.

Trade Composition a Growing Industry

Association Meets at Toronto

ACCORDING to Frank M. Sherman, secretary of the Trade Composition Association, this branch of the U.T.A. is bound to increase to surprising proportions. Trade composition relieves the printer of a lot of worry, time, trouble and expense, and master printers throughout Canada and the United States are beginning to appreciate the fact. Consequently trade composition houses will increase in numbers.

The re-election of all the officers for the ensuing year, the announcement that Frank M. Sherman will be retained as secretary, and the adoption of a plan to carry out a national educational campaign in the interest of the trade composition industry, were outstanding features of the second annual convention of the International Trade Composition Association, at the King Edward Hotel, on Thursday and Friday, October 20 and 21.

The meeting was an unusually successful and enthusiastic one, and all who attended were elated with what had been accomplished. Those present included representatives of Canadian trade composition houses.

The first session was held Thursday night, October 20, and was featured with addresses by President McCarthy and Vice-President A. O. Jennings. Reports also were given by Treasurer David W. Mathews and Secretary Frank M. Sherman, as well as by standing and special committees. Special committee appointments also were made at this time.

President McCarthy Is Re-Elected

Hearty recognition of the services rendered to the association was given in the re-election of President McCarthy and all the other officers to again serve the organization. Mr. Jennings, of New York, will again act in the capacity of vice-president, and David W. Mathews, of Chicago, will be the treasurer. It was with a great deal of pleasure that the members learned that Secretary Frank M. Sherman will continue in this capacity with the association. He had resigned some time ago, but arrangements were made to retain him. Mr. Sherman has worked hard in the interests of the organization and had he been permitted to carry out his plans his loss would have been keenly felt.

An executive committee also was created. It will be composed of seven members, including the president, vice-president, treasurer and four others selected from the vice-presidents composing the Board of Governors. This body will be selected by President McCarthy in the near future.

It was practically decided to hold the next convention simultaneously with that of the U.T.A. District conferences also will be held during the year. One will be in an eastern city, another in the Middle West and the third in the Far West.

During the session on Friday, Secretary Sherman presented a plan to carry on a national educational campaign in the interest of the trade composition industry. It is understood that more than $3,200 were raised at the opening meeting for this purpose. It is proposed to issue a house organ for composition houses to educate them in running their business.

It also was agreed to assess the members $3 for each machine per year in order to help further the work of the organization.

The addresses given during the sessions on Friday proved to be of unusual interest. Garvin L. Garand, of Detroit, presented a report of the Cost Committee, and he also delivered an address on "Charging for Material in Made-up Jobs—a Universal Scale." Charles J. Powers, of Pittsburgh, spoke on "What Your Cost System Will Show You." "Linotype Typography" was the title of an address given by Harry L. Gage, of New York. "Developing a Make-up Department," by George T. Lord, of New York, proved of an instructive nature. Charles F. Goodfriend, of New York, told of "Why We Must Improve the Quality of Our Product." Advertising the Trade Composition Business," was an unusually interesting talk given by Harry D. Craig, of the New York Employing Printers' Association, Inc.

Employing Bookbinders Meet

THE annual convention of the Employing Bookbinders of America, held at the Hotel Mossop, Toronto, simultaneously with the U. T. A. convention, was marked by progress of great importance to the industry. Three days were devoted to the meetings, October 17, 18 and 19. His Worship, Thomas L. Church, mayor of Toronto, delivered a hearty address of welcome. It was not a perfunctory address. It was a substantial speech. The programme featured addresses by representative bookbinders of the country, each of whom conveyed much of interest and profit. Among other outstanding features was the adoption of plans for a uniform cost system, the promulgation of trade customs and the protection of the industry as to tariff.

The convention opened Monday, October 17, with meetings of the various committees, followed by the first open session in the Crystal Room of the Mossop. In his opening address, President Daniel S. Brassil reviewed the excellent progress made by the association. Favorable reports were then made by Raymond E. Baylis, first vice-president, and chairman of the Executive Committee; by the treasurer, Louis Satenstein, and by the Auditing Committee.

At the conclusion of the second session there was a complimentary dinner for the members and guests, an event that proved the outstanding social event of the convention.

If the Employing Bookbinders of America never did anything else than to be the medium of the bookbinders in Boston becoming on friendly terms with bookbinders in Chicago, or New York with Toronto, it has wholly accomplished its purpose. As Mr. John Clyde Oswald said in his address to the convention, on the value of national trade organizations, it brought the men together so that if one bookbinder had occasion to write to another, he would have an entirely different point of view in addressing his fellow bookbinder, because he could visualize the man sitting at his desk, and know the character and temperament with which he was dealing, and would know how the man would act.

Nearly fifty per cent. of the members attended the convention. That is a record that has not been beaten. That our convention was considered of some importance was shown by the attendance.

The following officers were elected for the ensuing year: President, Raymond E. Baylis, New York; first vice-president, Henry P. Conkey, Hammond, Ind.; vice-presidents, John C. Burkhardt, Detroit; Charles T. Baker, Boston; and Daniel B. Shepp, Philadelphia; treasurer, Louis Satenstein, Brooklyn, N.Y.; secretary, T. H. Morrison, Chicago.

An Enterprising Canadian Firm

On Friday, October 7th, the Howard Smith Paper Mills Limited, announced the opening of their new pulp mill at Cornwall, Ont. This new addition, the company says, is of great value, for, by means of it, they are able to control the development of our product from standing timber to the finished sheet of paper. The mill is of the most modern construction, and contains equipment necessary for the production of a standardized quality of high grade pulp. In addition to the mill, a bleach plant will soon be producing bleach. A further addition is made in a filtration plant for the production of Beaver S. papers.

Operating at 75 per cent Normal

THERE have been no new developments in the labor situation recently in Toronto. The Typographical Union are still on strike, but a few defections are being caused in their ranks by strikers returning to work, according to a report received from the office of the Toronto Typothetae.

The Open Shop employers are still satisfied with the progress being made, and, if anything, are more determined than ever to resist demands of the Typographical Union.

A recent survey showed that there are now 585 employees at work in the composing rooms. Of course, a percentage of these men are learners, but these same students are rapidly becoming efficient. New pupils are being sent to the school as rapidly as graduations are made therefrom, with the result that in a few months the composing rooms of the 48-hour shops will be operating at normal capacity, even without the assistance of the compositors now on strike. Of course, there has been, in many cases, unavoidable delay in getting out rush work, but this situation is steadily improving.

On an average the composing rooms of the Open Shop employers, which control probably 80% of the total printing production of Toronto, are now operating at 75% of normal capacity. In a large number of cases the composing room staff is now 100%, and as far as these firms are concerned, the strike is over.

The following figures may be of interest:

Compositors working 44-hour shops May 31st	220 or 24.47%
Compositors working 48-hour shops May 31st	679 or 75.53%
Compositors now at work in 48-hour shops	585 or 85.78%
Loss in compositors, 48-hour shops	97 or 14.22%

Since the above figures were obtained, there has been a small increase in the composing room employees. Figures obtained from 67 cities in the United States and Canada in September, 1921, show that the Non-Union, or Open Shops, control 72% of the printing production in these cities, with the exception of New York and Chicago.

The Open Shop employers of Toronto held a meeting on November 3rd, at the King Edward Hotel. This meeting was a success from every point of view, and brought forth a large attendance. Every employer present seemed well satisfied with the progress made, and all were unanimous in their resolve to carry on.

Splendid speeches were given by the Chairman, Dr. Fallis, Messrs. Q. B. Henderson, W. H. Brigden, Atwell Fleming, A. F. Rutter, J. C. Acton and D. S. Murray.

General discussion of the local situation followed, and the meeting adjourned about 9.30.

Western Ontario Typothetae Meeting

The Western Ontario Typothetae held one of their regular meetings in Room 219 on the Mezzanine floor of the King Edward Hotel, Toronto, on Wednesday afternoon, October 19, concurrent with the general meeting of the U.T.A. This arrangement was made so that members attending the big convention could get together and hold a session of their own. Reports were received as to the new Excise Tax ruling in the different cities in Western Ontario, which showed that the different Excise Tax Collectors varied widely in their idea of the law. Business in the district is generally considered rather quiet, with a tendency to improve. Various matters of interest to those present were discussed. Messrs. Jas. Heveron, of Waterloo, President; O. R. Wallace, of Guelph, Secretary; and Mr. E. Roy Shantz, of Kitchener, Vice-President, were the representatives who had voting power at the executive session of the U.T.A.

Would Pool Their Plants

The Western Ontario Typothetae held a meeting at Guelph on Saturday, October 29, of those owning or controlling typesetting machines, to consider questions involved in the printing of Supplementary Voters' Lists for the Dominion election. The utmost harmony and good feeling prevailed at this meeting, one of the results being that the printing of this Voters' List was discussed from many viewpoints. One action taken was that the members of the plants concerned offered the Chief Electoral Officer in charge of the election to give his department whatever services he required in their power, and, if necessary, to pool their plants to get results. The meeting adjourned for a general meeting at Guelph on November 10th, at which meeting the members who have produced Voters' Lists during the present year are asked to bring along with them their cost finding sheets on this kind of work for comparative study.

Law Printers' Division of the U.T.A.

THE Law Printers' Division of the United Typothetae of America held its session on October 19th in the Gold Room of the King Edward Hotel, Toronto. The opening address was delivered by President Theodore Hawkins, followed by the report of Secretary Frank Sherman. Following the appointment of special committees and the transaction of routine business, the principal address of the meeting was delivered by William John Eynon, president of the United Typothetae.

A highly constructive feature of the programme was a symposium of discussions based upon the reports of the various committees. The election of officers for the ensuing year resulted as follows:

President, Theodore Hawkins, Hawkins & Loomis, Chicago; vice-president, B. Lester Tyrell, B. F. Tyrell & Sons, New York; secretary-treasurer, Frank M. Sherman, Chicago. The only new officer elected was Mr. Tyrell, who succeeds Mrs. Frank J. Riley, Riley Publishing Company, Kansas City.

Employing Printers' Association

THE tenth annual convention of the Employing Printers' Association of America was held October 17, 18 and 19 at the King Edward Hotel, in conjunction with the thirty-fifth annual convention of the U. T. A. The association is independent of the Typothetae, though embracing a number of U. T. A. members.

The first day of the convention was devoted to registration, with a dinner-meeting of the board of governors in the evening, while the second day was devoted to meetings of the various committees. The annual session, which opened in the afternoon of October 19, was marked by a large attendance of members, non-member open-shop employers and members of the National 48-Hour League. The meeting was presided over by F. M. Vawter. Following the annual reports of Mr. Vawter and Secretary J. M. Vollmer, the committees were appointed for the meeting.

The following addresses were received with much interest: "What the Employing Printers' Association of America Has Accomplished," by T. E. Donnelly; "The Future Work of the Association," by E. M. Lent; "The Work of the Forty-Eight Hour League," by R. T. Deacon, V.P.; "The Necessity of Future Co-Operation," by A. W. Finlay.

The election of officers for the ensuing year resulted as follows: President, H. C. Wetkemper, Louisville, Ky.; vice-president, T. E. Donnelly, Chicago; treasurer, A. O. Koff, Chicago. J. M. Vollmer was re-appointed secretary.

The Strike Situation Not Discussed

During the United Typothetae Convention at Toronto, the Board of Governors of Allied Printing Trades met in the city. The board included: President John McParland, of the International Typographical Union; J. W. Hayes, secretary-treasurer of the I.T.U.; Matthew Woll, president of the Photo-Engravers, and first vice-president of the American Federation of Labor; C. N. Smith and J. J. Hoban, vice-presidents of the I.T.U.

The presence of the foremost I.T.U. officials in the city concurrent to the U.T.A. convention, gave rise to the rumor that some important move might be undertaken to bring about a settlement of the printers' strike existing in Toronto and a number of other printing centres of the United States and Canada.

Contrary to predictions, no action in any direct manner connected with the "open shop," or "44-hour week" issues were taken at the meeting at the King Edward Hotel, of the International Joint Conference Council on Industrial Relations in the Printing Industry, according to positive assurances given by members of both employing and union groups represented at the conference. Apparently the matter was not dealt with, in the form of any definite action, at least. Members of both sides represented at the conference declared in reply to enquiries following the meeting, that the matter was not one which came within the jurisdiction of the conference, which was concerned solely with questions affecting the relations between the closed shop employers and their union employees. Anent this, Chairman E. F. Hamm, of Chicago, of the Closed Shop Division of the Typothetae, stated that an effort would be made to get all operators of closed shops to become members of the division. This, he believed, would assist materially both employers and employees in developing their branch of the industry to the best advantage. Thus the general strike situation remains unchanged. The Open Shop Division of the Typothetae will continue to adhere to that policy, and the 48-hour week, while the Closed Shop Division retains its system of agreements with the union and on the 44-hour week basis.

An Attempt to Abolish Both Divisions

Whether or not the Open Shop Division and the Closed Shop Division of the United Typothetae should continue to operate was put to a test during the convention. At a meeting of both sections members of the Open Shop Division defeated a resolution calling for the abolition of both bodies. The resolution was in the form of a recommendation to the Typothetae at large and was debated for several hours. The arguments in favor of the resolution were that neither division had functioned, and that divisions served to weaken the organization as a whole. The resolution was defeated by a 2 to 1 vote of the 174 members present.

E. T. Hamm, of Chicago, expressed the opinion that if the U.T.A. should ever decide to abolish both divisions it was likely that the Closed Shop section would keep its organization together.

"We have our interests to look after," said Mr. Hamm. "We feel the necessity of a national organization. The next six months will determine the open and closed question in the industry. The present conditions are not permanent. I rather think there will be changes in both directions. There are firms about to declare for the open shop because of the demands of the unions. All depends upon the demands of the printing trades unions."

New Officers Elected

Julius Weyl has been chosen as the new chairman of the Open Shop section, supported by Vice-Chairman Baker, of Cleveland, and Secretary-treasurer John Demarest, of New Haven. Chairman E. T. Hamm, of Chicago, now heads the Closed Shop Division, with John E. Brewer, of New York, vice-chairman, and E. A. Laxman, of Chicago, secretary-treasurer.

Toronto Typothetae Elects New Officers

Under the impetus of a successful "First Year" and a newly-elected and enthusiastic directorate, Toronto Typothetae is looking forward to a promising year of activity. Just previous to the 35th Annual Convention of the U.T.A., of which Toronto Typothetae is a branch, the latter held its first annual meeting for the election of officers. The results follow:

Mr. D. S. Murray, President.
Mr. J. C. Acton, Vice-President
Mr. G. D. Thomas, Treasurer.
Mr R. D. Croft, Recording Secretary.
W. A. Sutherland, Executive Secretary.

Executive Committee

R. T. McLean, W. B. Hanna, F. S. Thomas, F. M. Kimbark, C. W. Rous, W. L. Cope, J. G. Wilson, E. Kent, T. S. Young.

Credit and Collection Committee

F. S. Thomas, G. M. Rose, F. F. Clark, T. Henderson, W. R. Phillips, E. L. Patchet, A. Speers.

Employment and Welfare Committee

F. M. Kimbark, Q. B. Henderson, G. D. Thomas, Noble Scott, A. E. Anstey, R. C. Tiob.

C. W. Rous, H. F. E. Kent, J. J. Lynch, J. L. Pepper, E. S. Wood.

J. G. Wilson, J. C. Acton and F. S. Thomas.

R. T. McLean, J. C. Acton, G. D. Thomas.

W. L. Cope, A. L. Lewis, B. H. Brown, W. Harvey, G. Brigden, A. F. Rutter.

W. B. Hanna, Q. B. Henderson, H. B. Donovan, T. S. Young, P. G. Cherry.

R. D. Croft, F. S. Thomas, F. P. Daville, N. Smith, H. G. Everall, G. G. Sheppard.

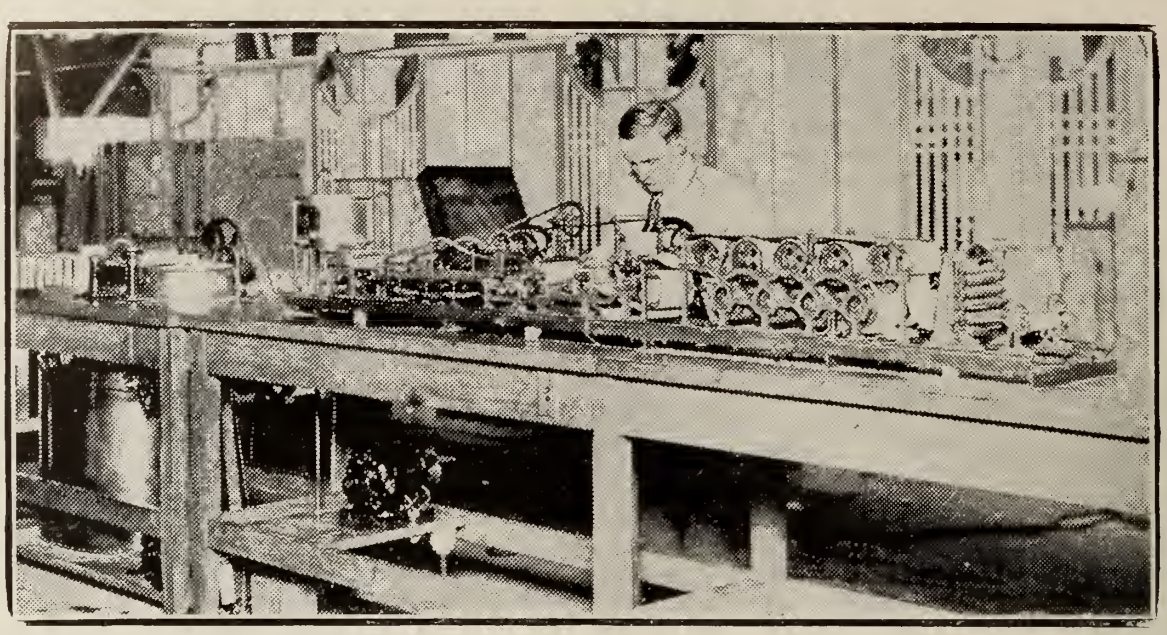
Toronto Typothetae was organized in the forepart of 1920, with an initial membership of 80 plants. The new organization in reality absorbed the Master Printers' and Bookbinders' Association, with approximately 35 members.

Under the leadership of Past President Q. B. Henderson, and a very active executive committee, Toronto Typothetae has grown to 112 optimistic members. The offices at 71 Bay street have a staff of five men and four women employees, and during the past year the staff, under the direction of Executive Secretary W. A. Sutherland, have proven of inestimable service to the members of the local branch in conducting estimating and cost accounting classes and in installing and maintaining standard cost systems developed by the U.T.A.

Toronto Typothetae bears every evidence of a thriving institution and bids fair to grow and prosper.

West Africa And Its Opportunities For Canadian Trade

A report on the above subject by Mr. W. J. Egan, Canadian Government Trade Commissioner, is in the hands of the printers and will shortly be published. In the early part of the year, Mr. Egan completed an investigation into Canadian trade opportunities in West Africa which was undertaken at the instance of the Department of Trade and Commerce. The report, which will not be available in any other form than in the pamphlet now in the press, will be sent post free to Canadian printers and publishers and at a charge of 35 cents to addresses outside the Dominion. As the number to be printed will be strictly limited, and copies can only be obtained on special request, readers of "The Canadian Printer and Publisher" who may wish to receive copies are asked to make early application to the Director, Commercial Intelligence Service, Ottawa.



WORLD'S SMALLEST PAPER-MAKING MACHINE CENTRE OF ATTRACTION AT U. T. A. CONVENTION

It was exhibited by the American Writing Paper Company on the mezzanine floor of the King Edward Hotel. This unique mechanism is approximately 8½ feet long and turns out writing papers 4½ inches wide. Contrast this miniature mill with the regular machines of its owners, the largest being 300 feet long and turning out a sheet the width of a city sidewalk. The machine was originally built in England, sold to a German interest, then finally brought to America. Lord Northcliffe has made an offer of $25,000 for it.

Pulp and Paper Exports

Canadian pulp and paper exports for September reached a value of $9,457,027, a decline of $7,033,665 as compared with September, 1920, and an increase of $51,636 over the preceding month of August. Exports of newsprint for the month amounted to 1,224,136 cwts. compared with 1,212,225 in the corresponding month last year, an increase of 11,911 cwts. (595 tons) over last year, showing that, contrary to some reports, Canadian newsprint is not losing its foreign markets to European competition, although increased Canadian productive capacity should also be taken into consideration in comparing this year's exports with last. The month's figures indicate a continuance of the steady upward movement which has followed the drastic decline in April, with the exception of the month of June, as shown in the following table:

March	$12,407,474
April	6,946,236
May	7,931,525
June	6,783,932
July	8,666,556
August	9,395,391
September	9,457,027

Pulpwood amounting to 49,608 cords, valued at $664,420, was exported to the United States in September, 1921, compared with 151,541 cords, valued at $2,046,864, in September, 1920. For the six months period the volume and value of pulpwood exported to the United States was 1919, 515,444 cords, $5,089,693; 1920, 653,856 cords, $7,803,332; 1921, 421,388 cords $5,546,785.

Russian Influence on the Paper Market

A big factor in the world's paper market conditions for many months past, has been the abstention of Russia as a paper consumer. In normal times Russia imported large quantities of pulp and paper from Finland, Sweden, Norway and Germany. Her inability or unwillingness since the revolution to buy from these countries has been responsible in a large measure for their turning to the trans-Atlantic market where they compete with Canadian and American producers.

At the present time the Soviet Government of Russia is making extensive purchases of Finnish, Scandinavian and German paper. According to a report made by U.S. Consul Leslie A. Davis, of Helsingfors, Finland, and published in the current issue of the Washington Commerce Reports, Russian purchases of Finnish paper and other commodities have amounted to 40,000,000 Finnish marks (normally about $7,600,000 in U.S. dollars.) Russia, according to the report, is practically out of paper. Russian paper mills have ceased to operate. The government has seized all stocks of paper, leaving but a limited quantity in the free market.

Private individuals get no paper at all. Theatres, opera houses and other places of amusement use old forms for tickets. Newspapers vary their circulation according to the paper supplies alloted to them, sometimes issuing small and sometimes larger editions.

Books for propaganda purposes are given the preference, and when their requirements are satisfied no paper remains for educational works. In Petrograd five daily newspapers maintain an existence in spite of the paper famine. In Moscow there are also five. All are government owned, there being no private newspapers in existence.

Next to Finland, Germany seems to be forcing the Russian paper market. Writing paper with German watermarks could be seen everywhere in the government offices. The German business men made satisfactory deliveries and the prices were very favorable. The Soviet representative has been staying in Berlin, where he made large purchases.

Ordinarily, Russia is capable of absorbing practically the entire export output of Finnish and German paper and the fact that Russian importations of paper from those countries are now resumed, with the probability of being progressively increased, indicates that there will be less Finnish and German paper for American buyers as time goes on.

First Annual Convention of C.N.N. & P.A.

Two-Day Meeting at Toronto, November 10 and 11—Speech by Lieutenant-Govenor of Ontario a Feature of Opening Day

THAT the members of the Canadian National Newspapers and Periodicals Association enthusiastically endorse the existence, plans and work of the Organization was splendidly demonstrated by, figuratively, 100 per cent. turn-out at the first annual meeting of the Association, which was held in Toronto, November 10 and 11, at the Mossop Hotel.

The programme was an admirably well planned one for the occasion, combining, as it did, addresses on business problems of the day, coupled with enlightening discussions covering practically every phase of work in the publication of modern business newspapers, periodicals and magazines.

Representatives from the trade, technical, religious and magazine publishing houses of Toronto, Montreal, Hamilton, London and other points in Canada, were there. Toronto, being the place of meeting and the foremost publishing centre of Canada, led the list in number of representatives present. Proprietors, chief executives, editors, advertising managers, salesmen, copy-writers and circulation men made up the gathering.

Lieutenant-Governor Cockshutt Speaks

The initial event of the convention took place at the King Edward Hotel, in the form of a luncheon at 1 o'clock Thursday afternoon. The principal speakers of the occasion were His Honor, Colonel Henry Cockshutt, Lieutenant-Governor of Ontario, and Mr. D. B. Hanna, president of the Canadian National Railways. At the conclusion of the luncheon and after a toast to the King, the first speaker, the Lieutenant-Governor of Ontario, was introduced by the genial toastmaster, Mr. Acton Burrows, President of the Association, who gave a brief sketch of the Lieutenant-Governor's career.

His Honor paid a fine compliment to the technical and trade newspapers of the country. It was his opinion that these publications even more than the daily press, are accepted as guides and counsellors by its readers. He has been a consistent reader of technical and trade papers and has had ample opportunity to observe their influence upon readers, and because of this a great responsibility rested upon everyone concerned in their production. His Honor urged editors to recognize their responsibilities and to foster confidence by absolute accuracy in the presentation of views and stressed the importance of being frank and fair in discussing public issues. "Put into your papers only that which is reliable beyond question," said the Lieutenant-Governor.

It was the first appearance of His Honor as a luncheon speaking guest since his appointment to the Lieutenant Governorship, and the reception accorded him was not wanting in heartiness of expression.

Eloquent Appeal for Unity

"As Lieutenant-Governor of Ontario my services are for this province as a whole, and not far any class or interests or group or party," said the speaker in his opening remarks. "It is my hope to have the people feel that they have a sympathetic force at Government House in touch with all classes and interests and working for the common good. At the present juncture there is disorganization, dissension and disruption in almost every walk of our national life, business, political and religious. Our mentality seems to have changed. We are advancing ideas never before suggested, and we seem, each of us, to think that only our ideas are right, while we may be very wrong, and right with another's contention. This is bad policy. We should, we must, realize that we are all for a common country and common interests in its future, and pull together for that end. We all love Canada. We have red blood in our veins. We are men of the north. We can, united in a single cause, make progress. We must make progress. We shall."

Lieutenant-Colonel John Bayne MacLean, President of the MacLean Publishing Company, tendered a vote of thanks to the speaker amid resounding applause.

People the Country, Says Mr. Hanna

Mr. D. B. Hanna then gave an address full of optimism for Canada and the Canadian National Railways. The railways of Canada are not altogether overdeveloped, as many people seemed to think, and the day would come when sufficient proof of this assertion would be given, claimed Mr. Hanna. We have the country, and the resources. All we require is a larger population to take advantage of the golden opportunities awaiting to be developed throughout the length and breadth of the Dominion. Mr. Hanna declared that in his younger days there were opportunities for young men who were willing to work, see and believe, but the opportunities of the pioneer days in Canada were small compared to the opportunities offered to young, intelligent and aggressive Canadians of today. Mr. Hanna wished he were thirty years younger!

Fully convinced that the basis of industry in Canada is transportation, he urged the members of the press, present at the meeting to do their part in driving home the necessity of peopling the country with quality stock, then the railways would play an immense part in adding to the growth and prosperity of the country.

A Panorama Photo

After the luncheon all those present were asked to go to the new ball room of the King Edward Hotel where a group photograph was taken with a panoramic camera, which was said to be the first attempt at picture taking by this means in a Toronto hotel. No flash-light was used. The group was formed in a semi-circle and the camera was moved gradually by an automatic device from left to right, taking approximately five minutes to complete the operation. The result is shown in the photo-engraving shown on the next page.

After the group was taken the gathering went to the Mossop Hotel where all the other events of the convention were scheduled to take place.

The convention really commenced with a session at 10 a.m. Thursday morning mainly with preliminary routine, which included registration of members, the President Acton Burrow's address, Manager M. J. Hutchinson's report, reports of various sections, reports of standing committees and report of committee on nominations. Amendments to bylaws and a discussion on "Unfair Competition with Publishers by Government Departments, etc." were also included in the morning session.

Advertising Session Thursday Afternoon

A program of exceptional interest has been planned by the manager and other officers of the association for the afternoon meeting, called "Advertising Session" and open to the staffs of all publisher members. So many good things of a practical nature developed at this session that it formed a splendid incentive for those present to be in attendance every subsequent moment of the convention.

President Burrows accupied the chair. After brief remarks appropriate to the occasion he called upon H. S. Van Scoyoc to deliver an address on "Advertising Agency Relations from the standpoint of the"Advertiser." Mr. Van Scoyoc is vice-president of the Association of Canadian Advertisers, as well as manager of publicity of the Canada Cement Company, a man well informed on his subject.

In view of the fact that this issue of Printer and Publisher awaits this report in order to go to press,

GROUP PHOTOGRAPH OF C. N. N. & P. A. MEMBERS AND GUESTS.

Taken in the new ball-room of the King Edward H tel following a luncheon on Thursday, November 10. Picture taken by new patented panoramic camera.

reference to Mr. Van Scoyoc's address and the discussion which arose out of it will necessarily have to be brief; likewise reference to the other addresses and discussions at the convention.

Mr. Van Scoyoc made it apparent that he is favorably disposed toward a triangle formed of advertisers, trade papers and advertising agencies. The agencies can be of indispensable service to both advertisers and publishers and are worthy of substantial returns for services rendered, in the opinion of Mr. Van Scoyoc. He was inclined to criticise the agencies, however, for a certain lack of uniformity in the matter of commission fees, and he also thought that a lot of room existed for agencies to improve their equipment for taking care of trade and technical paper advertisers. Great applause followed his remark to the effect that representatives from trade and technical papers called upon him a thousand times more often and presented their case a thousand times more efficiently than representatives of advertising agencies.

The Value of Good Copy

Trade and technical paper copy should be the best of all copy according to N. R. Perry, who followed with an address on " The Place and Value of Copy Service in Selling Advertising." Mr. Perry is the general manager of Business Newspapers, published by H. Gagnier Limited, Toronto. The speaker urged publishers of business papers to strive for instructive advertising copy, copy containing ideas intelligently presented, copy with an attractive appeal, copy that would be read and remembered. A message with an appropriate theme attractively presented increases the desire of the advertiser to continue to use space, even if tangible results are not apparent. Mr. Perry gave a number of illustrations of the value of good copy taken from actual experience. On one occasion his client emphatically decided to stop using space. The copy was poor. Without notifying the client a larger and more carefully written advertisement was prepared and was inserted in the paper. Results were amazing. Not only was the advertiser influenced to continue: he more than trebled his appropriation and decided to take space in other business papers as well. "Don't be satisfied with advertisements containing merely the name and address linked up with stock phrases," said Mr. Perry. "Encourage, and even insist upon live, intelligent-written copy for your publications."

Canada a Good Magazine Country

What is meant by the term "national" in the sense that is applied to a publication? To many people the term is vague. A clear expression of the meaning was given in an address by H. V. Tyrrell, general manager of the MacLean Publishing Company, Limited, Toronto. National publications, as Mr. Tyrrell views them, are those with a national circulation, possessing a national character; those which treat national affairs and contain articles of national interest; publications embracing national ideals. The title of Mr. Tyrrell's address was "Covering Canada with National Newspapers and Magazines," and it was pointed out that the circulation and character of several publications in Canada have the right to be termed "national", and that Canada is not behind the United States in its status as a good magazine country. Mr. Tyrrell presented comprehensive and reliable statistics in support of his claim, comparisons, of course, being made on a per capita basis. While the overflow of magazines from across the border proved somewhat of a factor against building up the circulation of Canadian national publications, agricultural papers, religious papers and magazines, through the increasing attractiveness of their editorial contents, were making steady advance in their respective spheres. The value of farm markets was shown by irrefutable statistics, and farm papers were shown to be a necessity in national advertising. It was also made clear that an appropriation in a widely circulating farm paper would go farther in fulfilling its purpose that a like appropriation in a daily newspaper. The farmer is a good buyer of magazines and is exhibiting an increasing preference for well-edited Canadian farm papers, religious papers and magazines. Mr. Tyrrell advocated a greater use of color in the advertisements of these publications. Color improved their appearance and helped to get the message across. The cost of introducing an extra color or two was not at all out of proportion to the results secured. The abundance of practical statistical material presented in this address was appreciated by the meeting and Mr. Tyrrell was asked permission to have it printed for use of the association. The request was readily granted.

Function of Business Papers

"The Function of the Business Newspaper in National Advertising Campaigns" was the subject of another fine address. This was delivered by T. S. Young, general manager of the Hugh C. MacLean Publications, Toronto. That business papers play an indispensable part in modern industry, and that they offer the most effective method for the manufacturer or distributor of goods to carry a message to the buyer, was effectively put forward by the speaker. Buyers of commodities keep abreast of the times by reading the national business papers of the country. They read them diligently, not only for their editorial contents but also for the information contained in their advertisements. That the importance of national business papers cannot be overestimated, and they represent the most direct method of reaching the buyer was the impression gained by the cogent remarks of Mr. Young, whose address closed the meeting for the afternoon.

Editorial Night

After an hour-and-a-half recess the publishers and their staffs gathered together again. In the meantime a sumptuous dinner had been prepared in the crystal room of the Mossop. Much larger was the gathering on this occasion. The seating capacity was, in fact, inadequate and a goodly-sized overflow had to be accommodated in the grill room of the hotel.

Acton Burrows presided at the dinner and the much-admired president of the C.N.N. & P.A. saw to it that no time was lost in settling down to business at its conclusion. It was an editorial night and many attractive topics were indicated on the program.

Necessity of going to press and a limited amount of space forbids anything but a notice, in this issue at least, of the numerous interesting features brought out during the evening. The addresses were as diversified as they were lively and edifying, and on several occasions a hearty laugh raised by the humerous interjections of several of the speakers. The program for the evening follows:

"Free Publicity." Discussion to be introduced by O. M. Ross, H. Gagnier Limited, and followed by B. T. Huston, MacLean Publishing Co.

"Exchanges, Their Use and Abuse," G. B. VanBlaricom, Hugh C. MacLean Publications, and Gordon C. Keith, Commercial Press Ltd.

"Relative Number of Reading Matter Pages to Advertising," W. R. Carr, Ph. D., Hugh C. MacLean Publications, and Rev. G. S. Carson, D.D., Presbyterian Publications.

"Should the Advertising Department Influence the Policy of the Paper?" D. McKee, Canadian Countryman, and Frederick E. Dougall, John Dougall & Sons, Montreal. (Paper read by Rev. A. C. Crews.)

"The Importance of the Editorial Page," J. W. Wheaton, Saturday Night, and Miss Caldwell, Everywoman's World.

"Getting Salesmen to Gather News," H. T. Hunter, Vice-President MacLean Publishing Co.

"How to get Contributors," Rev. A. Wallace, Methodist Book Room, and L. R. Wright, Hugh C. MacLean Publications.

Friday Morning Session

"Advertising Agency Relations from the Standpoint of the Advertising Agent," E. Desbarats, President Canadian Association of Advertising Agencies.

"Developing Advertising Through Trade Investigation," Geo. D. Davis, MacLean Publishing Co. Adjudged by the chairman, Acton Burrows, among the best addresses up to that time, delivered at the convention.

In commemoration of "Armistice Day" Rev. S. W. Fallis, D.D., Book Steward Methodist Book Room, spoke eloquently befitting the occasion, and there was a cessation of business for two minutes at 11 o'clock.

"Rates for Advertising in Various Publications," W. A. Lydiatt, Editor of Marketing.

Friday Afternoon Session

What was probably the liveliest session of the convention was that conducted under the heading of the "Question Box" Friday afternoon. The "Question Box" was conducted in inimitable style by T. S. Young, general manager of the Hugh C. MacLean Publications, and some idea of the nature of the session and the possibilities for discussion may be gained by a glance at some of the subjects taken up:

What policy should a publisher follow when an advertiser wants to discontinue before the space contracted for is used up?

Should advertisers be permitted to use extra space pro rata in special numbers when they take the place of regular issues? If not, why not?

What should be the relation between the charge for outside front cover space and inside space?

Should publishers accept inserts furnished by the advertiser?

What is the proper basis of charging for colored inserts?

Should advertisers be taken off mailing list immediately advertisement is discontinued? If not, what is the best system?

What is the best system of Salesmen's Reports and how should they be used after they are turned in, to get the best results?

What is likely to be the trend of advertising and subscription rates during the ten ten years?

Presentation to Retiring President

An outstanding feature of the convention was the presentation of twenty-nine volumes of the Encyclopaedia Britannica to retiring President Acton Burrows. Lieutenant-Colonel J. B. MacLean made the presentation. The retiring president accomplished much for the Association after noble, self-sacrificing work, and Lieutenant-Colonel MacLean took advantage of the occasion to pay a just tribute to Mr. Burrow's efforts. The association could never repay him, but to let Mr. Burrows know in some tangible way just how deeply his work is appreciated, and remembering a well-known weakness (his love for system, and books) the Association took great pleasure in presenting the retiring president with the Encylopedia Britannica along with the best wishes of all the members. Mr. Burrows arose to reply amidst hearty and prolonged applause. He appeared deeply touched. He said he appreciated the kind remarks of Colonel MacLean and said he was not as well suited to plain sailing as during a fight. Mr. Burrows will continue however, to take an active part on the directorate of the Association.

London Man is the New President

John Weld, proprietor of the Farmers' Advocate, London, was chosen as the new president of the C.N.N. & P. A. for the ensuing year at a meeting of the newly-elected directorate Friday afternoon and H. T. Hunter, vice-president of the MacLean Publishing Company, Toronto, was chosen vice-president of the association.

The New Directorate

John Weld, President, Farmers' Advocate, London; H. T. Hunter, Vice-President, MacLean Publishing Co., Toronto; R. M. Burns, Catholic Record, London; Acton Burrows, Canadian Railway and Marine World, Toronto; Lionel Davis, Continental Pub. Co., Toronto; F. E. Dougall, John Dougall and Sons Montreal; Rev. S. W. Fallis, D.D., Methodist Book Room, Toronto; H. Gagnier, H. Gagnier, Ltd., Toronto; Lt.-Col. J. B. Maclean, MacLean Publishing Co., Toronto; Hugh C. MacLean, Hugh C. MacLean Publications, Toronto; Rev. D. M. Solandt, Presbyterian Publications, Toronto; C. D. Stovel, The Stovel Co., Winnipeg; T. J. Tobin, Canadian Countryman, Toronto; H. V. Tyrrell, MacLean Publishing Co., Toronto; T. S. Young, Hugh C. MacLean Publications, Toronto.

The New Committees

Advertising Policy and Promotion Committee:—H. V. Tyrrell, MacLean Publishing Co.; M. McKnight, Canadian Home Journal; T. C. S. Harrison, Presbyterian Publications; A. A. Burrows, Canadian Railway and Marine World; T. S. Young, Hugh C. MacLean Publications.

Circulation Committee:—R. I. Warner, Methodist Book Room, C. W. Buchanan, MacLean Publishing Co.; J.F. Foy, Continental Pub. Co.; Ernest Weld, Farmers' Advocate; R. S. Hamilton, H. Gagnier, Ltd.

Editorial Committee:—Rev. A. Wallace, Methodist Book Room; L. E. Westman, Canadian Chemistry and Metallurgy; Miss K. W. Caldwell, Everywoman's World; J. W. Wheaton, Canadian Farmer; L. R. Wright, Hugh C. MacLean Publications.

Mechanical Production Committee:—T. S. Young, Hugh C. MacLean Publications; W. L. Cope, Methodist Book Room; Jos. Black, Monetary Times; J. Boyle, Continental Publishing Company; O. J. Hutchinson, MacLean Publishing Company.

Membership Committee:—C. D. Stovel, The Stovel Co.; G. H. Tyndall, MacLean Publishing Company; H. A. Moore, Western Canada Mining, Engineering and Coal Age; F. E. Dougall, John Dougall and Sons; I. C. Stewart, Imperial Publishing Co.

Paper Committee:—Lt.-Col. J. B. Maclean, MacLean Publishing Co.; J. C. Elder, Presbyterian Publications; T. S. Young, Hugh C. MacLean Publications; Lionel Davis, Continental Pub. Co., T. J. Tobin, Canadian Countryman.

Postal and Legislation Committee:—H. T. Hunter, MacLean Publishing Co.; Acton Burrows, Canadian Railway and Marine World; Rev. S. W. Fallis, Methodist Book Room; Lionel Davis, Continental Pub. Co.; John Weld, Farmers' Advocate.

Tariff Printers' Society of U. T. A.

THE Tariff Printers' Society of America held its annual session Tuesday evening, October 18th, in the Gold Room of the King Edward Hotel. President H. B. Evans delivered the opening address, reviewing the progress of the society since its recognition as a division of the United Typothetae last May. Reports of a favorable nature were read by Secretary Frank M. Sherman and Treasurer Edward L. Stone. The following officers were elected:

H. B. Evans, Eastern Printing Company, New York, president; N. H. Anspach, A. S. Gilman Printing Company, Cleveland, vice-president; Frank M. Sherman, Chicago, secretary; Edward L. Stone, Stone Printing & Manufacturing Company, Roanoke, Va., treasurer. The executive committee was also re-elected.

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H. A. NICHOLSON - - - - - - - - Editor.

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A Truly Great Convention

The thirty-fifth annual convention of the United Typothetae of America proved an unrivalled success, a fact which is surely gratifying to Canadians at large, inasmuch as the convention was held on Canadian soil, and inasmuch as the convention brought together what is probably the largest and most representative body of master printers in the world.

To say the convention was an unrivalled success should not be taken as a mere "catch phrase". The statement is literally true if the observations of men intimately acquainted with Typothetae activities are taken into consideration.

Franklyn W. Heath, Secretary of the Typothetae of Philadelphia, and formerly Secretary of the United Typothetae, is quoted as saying that of the twenty-four conventions he has attended in the past twenty-seven years, the Toronto convention was by far the best. According to Mr. Heath the work ran very smoothly and the meetings were carried out with admirable adherence to schedule. "I personally got more out of the convention than any I have ever attended in the past," remarked Mr. Heath, who is but one of the many who have expressed their appreciation.

A Canadian Vice-President of U.T.A.

The election of J. Clark Acton, Secretary-Treasurer of the Acton Publishing Company, Limited, Toronto, to the position of First Vice-President of the United Typothetae, was an event of more than passing interest to Canadians at the great convention of master printers. Mr. Acton very gracefully likes to regard his election to such an important office in the light of a tribute to the increasing interest Canadians are taking in United Typothetae and its work. But those who know Mr. Acton best are inclined to the belief that the thorough grasp of Typothetae affairs and the painstaking and aggressive effort being put forth by Mr. Acton were among the deciding factors with the committee on nominations when selecting a man to fill the important post of first vice-president.

J. Clark Acton previously held the position of Executive Committeeman of the 16th District of the U.T.A. During his term of office the 16th District, which includes Toronto Typothetae, recorded a decidedly healthy growth. With all the time Mr. Acton has devoted to Typothetae his business interests have not suffered, mainly due to Typothetae ideas and methods with which the Acton Publishing Company is thoroughly imbued. The sign of membership of the United Typothetae, according to Mr. Acton, means: A printer who knows his business; a printer who knows his costs; betterment of the printed product; and honorable and just business practice with customer, fellow printer and employee.

Canadian Printer and Publisher joins in hearty accord with other Canadian publications in wishing Mr. Acton unqualified success in his new position, with the hope that it will lead in due time to the highest post in the organization.

Weekly Publishers Active

Numerous district meetings of weekly publishers have taken place in various parts of the Dominion in the past month. One was held at Port Hope, another at Palmerston, both of which were attended by Mr. E. Roy Sayles, Manager of the Canadian Weekly Newspaper Association, who may be said to be the dynamic force behind these commendable activities. After attending the meetings in Ontario, where he was among the principal speakers on each occasion, Mr. Sayles turned his attention to Western Canada, with the object of organizing districts and promoting the work of the C.W.N.A. in this broad and potential field. The plan of Mr. Sayles' trip to the west takes him from Winnipeg to Vancouver, with stops at principal intervening points.

This great activity among weekly publishers is significant. It may truly be taken as a sign of the times. Weekly publishers form a growing force in the life of the nation, and like the agrarians are organizing to make the most of their opportunities.

Keep Up the Rates

There is a question before weekly publishers just now which has every claim to be indulgently treated. It is the question of subscription rates. Through necessity, brought about by high cost of production in the past few years, the publisher raised his rates. The question now occupying his attention is costs of today. Have costs decreased to any extent? Have they decreased sufficiently to warrant a reduction in subscription rates? The question has been made rather acute in some instances because the lowering in prices of other commodities has encouraged the subscriber to expect a lower price for his weekly.

Wherever weekly publishers have gathered together for discussion of the matter there has been but one unanimous conclusion: the rates must be maintained. The reason for this is clearly presented in the Goderich Signal in referring to the district press meeting at Palmerston last month:

"Practically all of the forty-five publishers present reported that their subscription price had been raised to $2.00 a year or more ago, and in view of increasing labor costs due largely to the shortage of printers, the publishers who had taken this step were in agreement that a return to the old rate would be impossible if the standard of their publications was to be maintained.

"Unfortunately the newspaper business has been subject to conditions that are not common to most lines of industry. Unlike most businesses the majority of newspapers prior to the war were not definitely organized as business concerns. Advertising space and the subscription price were not looked upon as tangible commodities of service which must be sold at a profit.

"The chief costs entering into newspaper production are labor and newsprint and of course, printing type and machinery. Because of the fact that newspapers all over the country sell their subscriptions largely on a paid-in-advance basis they suffered actual losses as a consequence of rising prices. Now, when talk centres on the subject of lower prices in all lines of industry, the weekly publisher finds himself facing a situation in which there is no relief in the shape of lower costs, but rather conditions which make him study his manufacturing costs closer than ever."

Weekly Publishers Hold Meeting

Action Taken on Important Questions at Palmerston

A LARGE and highly representative district gathering of Western Ontario printers and publishers took place at Palmerston, October 15th. The occasion brought together prominent editors of the counties of Dufferin, Grey and Bruce, Huron, Perth, Waterloo, Wentworth, Halton and Peel.

The chief object of the gathering was to discuss business conditions from the standpoint of the publisher, particular attention being paid to subscription rates, advertising rates and job printing prices. Two sessions were held; one in the morning, and the other in the afternoon. J. C. Templin, editor of the Fergus News Record, and president of the Wellington Press Association, was in the chair, and A. W. Wright, of Mount Forest, who arranged the gathering, played an important part as secretary of the meeting. One of the most important addresses of the day was given by E. Roy Sayles, of Toronto, manager of the Canadian Weekly Newspaper Association. He made the encouraging announcement that the membership of the C.W.N.A. had reached well over the 500 mark.

There were non-members of the association at the meeting, and Mr. Sayles pointed out the many benefits those in the association receive. He urged the non-members to give the association and its work their serious consideration with the view of joining without delay. Not a name has been dropped from the C.W.N.A. membership roll since its inception. This alone is sufficient proof of the service rendered to members, remarked Mr. Sayles. Keeping up subscription rates of weekly papers was another subject dwelt upon to considerable extent at the meeting. A number of the members gave sound and sufficient reasons for maintaining the $2.00 rate. The arguments put forth were based on the cost of production which is now too high, and would probably never be reduced low enough to admit of any reduction in present rates. "If anyone doubts this let him resort to the pencil and pad, and figure out the costs in his own shop," advised Mr. Sayles, who went on to say: "It has been proven, after careful investigation, that $2.00 is the lowest price that should be accepted for a good weekly paper." This conclusion, it is understood, is to a considerable extent based on the cost of production, plus 25 per cent.

Standing Vote of Approval

Besides Mr. Sayles, Messrs. Rafter, Blatchford, Hunter, Kerr, Short, Johnston, Aitchison, MacKenzie and Vanatter expressed their satisfaction with the $2.00 subscription rate, and by a standing vote all at the meeting who had adopted it expressed their intention of maintaining it as a necessary revenue and as a means for placing a fairer share of the cost of producting a newspaper where it belongs—on the subscriber.

A question affecting advertising rates occasioned considerable discussion, in which Messrs. McBeth, Eedy, Wright, Templin, Mills and others took part. The general trend of opinion was that minimum rates should be higher than they are. Mr. Eedy noted that in the United States the minimum was about 25c an inch.

There was a lively discussion of the action of an advertising agency in trying to get contracts for election advertising at less than card rates. The sentiment was strongly against the action and the following resolution was carried unanimously, and wired to agencies and others in charge of election advertising.

"That the forty-five publishers of weekly newspapers, representing the counties of Dufferin, Grey, Bruce, Huron, Perth, Waterloo, Wentworth, Halton, Peel and Wellington, assembled at Palmerston, refuse all political advertising unless they receive the price shown on their rate cards for that class of advertising."

Clubbing arrangements between weekly and daily newspapers was another interesting point brought up. The consensus of the meeting registered opposition.

Job Printing Prices

Last, but certainly not least, of the subjects to claim the attention of the meeting, was that of prices for job printing. Wherever job prices are taken up a prolonged discussion and a variety of opinions becomes the rule. This meeting was no exception. A greater part of the afternoon was devoted to questions and answers and views concerning job work of a varied sort. Some of the members exhibited samples of work to make clear their point, which was accepted as a splendid idea and one that should be encouraged. Finally it was decided to appoint a committee to revise the tentative price list, which the members had been discussing. The committee then arranged to convene at Fergus on October 8, a decision which brought the meeting to a close.

The meetings at Palmerston were held in the G.T.R. club rooms, which proved an ideal place for such a gathering. At the conclusion of the meeting a vote of thanks was tendered the G.T.R. for the use of the building for the sessions.

Publishers coming on the Owen Sound train were delayed by a derailment north of Chesley; those coming from the south were also unfortunate in being delayed by engine trouble. However, all arrived in time for an excellent luncheon, served at the Queen's Hotel. At the close of the meal Mr. R. A. Treleaven, ex-mayor of Palmerston, gave a brief but hearty address of welcome, which was responded to by J. C. Templin, chairman; E. Roy Sayles, and H. A. Nicholson, editor of Printer and Publisher.

Taken altogether, the initial gathering of the newspapermen of these counties was, considering the condition of the roads, a well-attended one, and it is quite possible that it will be productive of other representative gatherings at other given points at intervals throughout the year.

Those Who Were There

The names of those who attended and the papers they represented, follow:

J. J. Hunter, Kincardine Reporter: A. D. MacKenzie, Lucknow Sentinel; J. A. Johnston, Mildmay Gazette; D. McKenzie, Paisley Advocate; E. E. Short, Southampton Beacon; G. K. Brown, Teeswater News; H. A. VanDusen, Tara Leader; J. A. Wesley, Walkerton Herald and Times; Lorne A. Eedy, Walkerton Telescope; L. H. Logan, Wiarton Echo; Logan Craig, Grand Valley Star; B. McGuire, A. D. McKitrick, W. H. McGuire, Orangeville Banner; T. F. E. Claridge, Shelburne Economist; J. L. Landsborough, Shelburne Free Press; O. G. Widmeyer, Ayton Advance; J. R. McIntyre, Dundalk Herald; W. Irwin, Dunham Chronicle; P. Ramage, Durham Review; W. H. Kerr, Brussels Post; A. McQuarry, Goderich Signal; J. W. Vanatter, Goderich Star; A. G. Smith, Wingham Advance; Wm. G. Colgate, Wingham Times; C. V. Blatchford, Listowel Banner; M. McBeth, Milverton Sun; Geo. E. Hudson, Hespeler Herald; Rixon Rafter, B.A., Arthur Enterprise-News; J. R. Aitchison, Clifford Express; R. E. Mills, Elora Express; J. C. Templin, Fergus News-Record; A. W. Wright, Mt. Forest Confederate and Representative; R. A. Treleaven, G. R. Shibley, Palmerston Spectator; C. H. Moore, Dundas Star; G. H. Greene, Waterdown Re-

(Continued on page 47.)

Union Labor at the Cross-roads

Strong Plea for the Canadian Worker to Stand on His Own Feet

By ROLAND LAMBERTH

ONE of the greatest difficulties in the way of closer and more friendly relations between Capital and Labor in Canada is the fact that the great bulk of our organized labor has its membership in American unions. These unions are described as "international" organizations, but the term international is a misnomer. There is nothing international about them. The great majority of their membership is American, their central officers are all American, their funds are paid into, and are controlled from, American head offices, and these same American head offices control the policies of the Canadian minority members when difficulties arise in this country between employee and employer.

It is right here that Canadian labor bodies must take a decisive initial step before there can be any real, honest-to-goodness co-operation with capital. How can there be any advancement toward mutual, sympathetic understanding between the two great factors of our industrial activities as long as the employer is compelled to procure what labor he requires from the ranks of the membership of a foreign union?

That in a nutshell is the present situation.

Such an arrangement may have been tolerable twenty-five years ago; it may even have been justifiable at that time, but it is so no longer, and it is becoming more and more obnoxious to all thinking Canadians as time moves forward. It is entirely incompatible with our national development and out of joint with every phase of our existence that the major portion of the great mass of organized labor in Canada should be submerged in the trades unions of a foreign country. This fact is strongly emphasized when the organized labor of that country shows an inclination to not only participate in domestic politics, but to meddle with the internal affairs of the British Empire as well. American labor has no intimate knowledge of, or sympathy with, or part in, our natural schemes of nationhood or empire building, and should have no voice in our industrial life.

The Author an Authority on the Subject

THIS WRITER *knows what he is talking about. He has been a member of the I. T. U. for a dozen or two years, and has studied the problem from many angles. He says:*

"If the Canadian worker wants to avoid a reversal to open shop conditions, and wants to hold what he has already attained through this Union, he must break away from United States organizations and stand on his own feet . . At present we are members of an American organization, with actually no more say about affairs than the employing printers have. . . I feel that your readers will appreciate a frank discussion of this vital problem."

I. T. U. and the Irish

THE American Federation of Labor, with which the majority of our Canadian unions are affiliated under the present system, on August 29, at Atlantic City, through its executive, went on record as binding itself to the instructions of the convention at Denver to support the Irish people in "their struggle for the recognition of the Irish republic."

Besides calling on President Harding and his cabinet to take steps to bring about recognition of the "republic of Ireland," and urging the government to "protest to Great Britain against the brutal and uncivilized warfare in Ireland," the council was instructed by the Denver convention to send a special communication to Lloyd George, his cabinet and members of Parliament, setting forth the views of United States labor (which includes Canadian labor) and protesting against the "campaign of violence and destruction in Ireland."

All local unions were instructed to write to the president and vice-president, members of the cabinet and members of Congress, urging immediate recognition of the Irish republic.

The British trades unions, and the trades unions of all British colonies and dominions, are also to be asked to support the Irish republic.

United States fraternal delegates to the British rades union congress will visit Ireland to convey personally to the Irish trades unionists "our sincere wishes for success."

Officers of the federation are also instructed to take up with the trades unions of Great Britain a proposal to "inaugurate a campaign for the trial and punishment of officers and men of the British regular and auxiliary forces guilty of atrocities in Ireland in a manner similar to that in which German officers are now being tried and punished for violation of the rules of warfare in France and Belgium."

A Canadian Union Expelled

OF COURSE Canadians well understand that the above does not represent the feeling or sympathy of the great bulk of sensible Americans, but it should also be well understood that it does represent the opinion of the American Federation of Labor, under whose parental wing is gathered no less than 2,455 Canadian local unions, with a membership of just about 300,000 and is a fair indication of just how badly that great organization is at variance in its sympathies with things Canadian.

Obviously Canadian capital cannot do very much to bring about the desired co-operation with labor until the latter severs the apron-strings and breaks away from its American foster-parent. Labor must take the initiative.

One Canadian union has been expelled from the Trades Congress of Canada because it insisted on maintaining its Canadian identity and refused to merge—or be submerged—in an international organization. This will probably sound somewhat anomalous to Canadians generally, but it serves to indicate the extent to which Canadian labor is controlled by foreign influence. The incident is likely to have one very beneficial effect on our organized labor bodies, however. That there has been dissatisfaction in Canada for some time now with the present form of internationalism is well known, and the expulsion of the Canadian Brotherhood of Railway Employees, from what is ostensibly a Canadian labor federation, for the sole reason that the brotherhood insisted on remaining a Canadian organization, will bring this discontent to a head and make the question of nationalism a definite one in Canadian labor organizations.

Here I have endeavored to outline to you an outstand-

ing and vital disadvantage of the present system of internationalism. Nor do there appear to be any compensating features to the arrangement. As evidence of this fact a resumé of the character of organization and the methods of the International Typographical Union, which is admittedly one of the highest types of trades unionism on the continent—strong numerically and exceedingly so financially—and a glance at what internationalism costs the Canadian printer, and how little he receives in return from his many dollars sent to Indianapolis, will be interesting, particularly so at this time when a sporadic strike is under way over the continent for a forty-four hour week.

Growth of the I. T. U.

THIS union was organized in 1852 in Cincinnati, and some seventeen years later its scope was broadened and the International Typographical Union was brought into existence. Since that date it has made marked and rapid progress and grown to large proportions in point of membership and finances. It now boasts a membership of about 75,000, and maintains a reserve fund of more than $2,000,000 in connection with its old age pension and mortuary benefit features.

Obviously the nature of the work of the printer has a tendency to keep the standard of the I. T. U. membership above the average of trades unionists, as regards education and general intelligence, and it would seem quite fitting that this union should be regarded by many as the premier organization of its kind in America.

The status of the Canadian printer in his union may be regarded as quite typical and a fair example of how meagre are the benefits accruing to the Canadian worker from his internationalism.

One of the most laudable branches of its activities has been the establishment by the I. T. U. of a magnificent home at Colorado Springs for its aged and infirm dependent members. Here the printer who is too old to work, or who has suffered from the ravages of disease until he is unable to earn a livelihood, may spend his last days in comfort, and the printers' home, which has become one of the most attractive and valuable pieces of property in the state of Colorado, has proved a genuine boon to scores of worthy "old timers" of the stick and rule. The union provides also mortuary benefits.

A correspondence course for the benefit of apprentices is also in operation and is very largely patronized. In addition to the technical instruction given, this department also provides thorough information on such matters as punctuation, spelling, etc., and the tuition thus available is considered so well worth while that many experienced journeymen printers avail themselves of the opportunity to improve their work along these lines.

As far as the aims and objects of the union are concerned, therefore, and the work it is designed to accomplish, the International Typographical Union is a very praiseworthy organization

In recent years, however, the International Typographical Union as an organization, has developed into a seething political tempest and at the present time is hopelessly split into two factions—administrationists and anti-administrationists. The former, being in control of the affairs of the union, are strongly entrenched and have built around themselves a defence work of political machinery that is practically impregnable, and which costs great sums of money to maintain. A goodly portion of this fund is put up by Canadian printers who have no part in the perpetual warfare that is being waged between the two parties and certainly derive no benefit from it.

This political machine includes an army of some nineteen or twenty organizers, who are supposed to devote their time to furthering the interests of the union as a whole throughout the district in which they are employed, but as President McParland himself stated at the recent convention held in the city of Quebec: "the organizers are a part and parcel of the political machine that for twenty-five years has controlled the International Typographical Union, and their ability to achieve political results is not the least among the qualifications that led to their appointment."

And it costs money—a lot of it—to keep these organizers in the field. Each man is allowed $12 a day expense money, and it is noted that for the month of July one of the apparently necessary cogs in the political machine cost the union $718; another required $641 for the month; still another $790. One organizer found it impossible to struggle along on less than $808 for the thirty days. If space permitted, an itemized statement covering some of these expense accounts would be illuminating. Taxi hire and laundry bills are frequently included and one man charged up ten dollars for cigars.

If the Canadian printer has any doubt at all that these expense accounts are excessive he can quickly disillusion himself by making a comparison with the "swindle sheets" turned in by some commercial travellers.

Just here the question naturally intrudes itself: Why do the printers stand for this sort of thing?

The answer is a very simple one: They cannot help themselves.

Five Autocrats in Control

THE statement has frequently been made of late that the affairs of the I. T. U. are under the absolute control of a group of five men—and it is a fact. The executive council at Indianapolis holds complete sway over the affairs of the organized printers of America and no matter how amicable may be the relations between the printers of a Canadian city and their employers, no agreement between them is worth the paper it is written on until these five autocrats pass judgment on it, and the official signature of the executive council is attached.

Any statement of this sort invariably elicits a vitriolic denial from Indianapolis, but it is noteworthy that these oft-repeated denials never contain anything in the way of an attempt to disprove the allegations made, but are simply a volley of invective and denunciation. However, abuse is a poor argument, and if the statement is not correct it should be a very easy matter for the executive of the union to prove it false in a logical way.

But, however vociferous may be their denial, one thing is quite certain. The executive does exactly as it pleases and if there was any feasible method of checkmating many of their decisions it may be taken for

Believes in Principle of Collective Bargaining

THE AUTHOR *of this article writes: "I am not a 'Red.' I believe in the principle of collective bargaining and wish to give the I. T. U. full credit for the splendid organization (in many respects) which it has built up. But I am very strongly of the opinion that the idea of an American organization controlling through labor, the Canadian publishing industry is entirely incompatible. How can the publishers negotiate intelligently with a group of men in their own cities who are under the absolute control of a group of four or five autocrats living in Indianapolis? I use the I.T.U. as an example of the evils of internationalism."*

granted the anti-administrationists would have applied it long ago.

It is also a somewhat curious fact that previous to the election of President McParland—who is an anti—the president always enjoyed the privilege of appointing the organizers above referred to. When the administration discovered, however, that they had to deal in future with a president who was far from being in sympathy with their political steam roller, they promptly took steps to obtain for themselves control of the most important cog, and the result of their immediate and somewhat hurried activities was that the organizers no longer are responsible to the president, and are not now appointed by that official. The executive now takes care of all those little details.

Thus the executive council is now composed of a president and four other officers who are absolutely out of sympathy with him and oppose him at every opportunity. His plans are blocked at every turn, his propositions are voted down and the internal political warfare is being waged more bitterly and more expensively than ever before. Two-thirds of the time occupied by the recent convention at Quebec was entirely wasted by petty squabbling—and every Canadian printer will have to dig up his share of the cost of that convention.

Of course, there are methods provided for the control of the executive. One of these is the referendum. If any local of the I. T. U. wants to get action on any particular matter it can force a referendum of the entire membership of the union by merely getting ninety-nine other locals to join in the demand that such referendum be taken. As there are about fifty-six locals in Canada, including mailers and news-writers, the probability of getting results in this way on any matter of special or peculiar interest to Canadian members would be rather slim.

Nor is this the only feature that renders the referendum useless, or at least robs it of its effectiveness. As stated previously, the I. T. U. has a total membership of approximately 75,000. The membership of the New York, Chicago, Boston, Philadelphia, San Francisco, Albany and Indianapolis locals totals nearly a third of the entire membership, and as a member of the executive recently put it, when it is known how these cities are going to vote on any proposition, it can be taken for granted the majority vote will go the same way. These locals are administration strongholds, and, sure of an avalanche of favorable votes from these points, the executive does not need to worry very much over the probable outcome of any referendum.

Why Do They Stand For It?

WONDERMENT as to why Canadian printers remain in the I. T. U. in the face of the above facts is probably natural, but there are several reasons why secession has not up to the present been definitely considered.

In the first place, the printer living north of the forty-ninth parallel would have to give up his mortuary and pension benefits if he broke away from the international. Then, too, it is presumed he has a certain interest in the huge reserve funds that have been piled up and in the printers' home property at Colorado Springs, which he is naturally loath to toss to the winds. But apart from all this—which is more imaginary than real—there is an underlying reason, and one which administrationists do not fail to use as a club when occasion arises in order to keep the Canadian in line.

When a Canadian printer feels at all dissatisfied with existing conditions and indulges in anything approaching secession talk, some ardent administrationist organizer is sure to point out to him that the Canadian Manufacturers' Association is just waiting for the Canadian printers to take some such foolish step in order that they may be the more easily gobbled up—and that is usually sufficient for the time being. It's—

Hush ye, hush ye, do not fret ye,
Or the Manufacturers will get ye.

In the case of the present strike for a forty-four hour week, Canadian printers who, as a whole, are far from being enthusiastic over the scheme—as most of them get their Saturday afternoons off anyway—are being told that an organized movement is on foot with all employers of labor lined up to crush unionism and establish open shop conditions in America; that printers are called upon to bear the brunt of the fight which, if lost, will mean nothing less than the semi-slavery conditions of fifty years ago.

All of which is just so much propaganda. During the past two months I have made it my business to question a large number of employers of union labor of one kind and another, and not one of these men had ever heard of such a movement, and only five in the two score interviewed really knew that there was a printers' strike on at all.

Paying Through The Nose

HOWEVER, it is when one gets down to terms of dollars and cents that the ridiculous phase of the so-called internationalism is most striking, for the Canadian printers actually pay into the coffers of the International Typographical Union more than two dollars for every dollar's benefit they receive. In other words, they could establish and maintain their own national union, with equal benefits to that provided by the I. T. U., and build up reserves of their own if they were so minded, on the same assessment they are now paying.

During the year ending March 31, 1921, the printers of this country paid into the I. T. U. mortuary benefit fund a little more than $44,000, and received from that fund benefits amounting to $16,500. In the same period they paid into the old age pension fund just a trifle less than $44,000, and received back approximately $26,000. Practically the same ratio holds good as regards their special strike fund. Canadians are paying their own way and providing a lot of cash in addition, to help the American typo. For this there is no return whatever.

Furthermore, it is quite certain that Canadian printers would not now be on strike were it not for their membership in an American union. The idea of a shorter work-week did not originate on this side of the line, and no matter what differences of opinion there may be as to the merits of the case, no group of Canadians, be they printers, brick-layers, coal-heavers or laborers, would show such glaring lack of business acumen or such utter lack of judgment as was shown when a strike was called for a shorter work-week at a time when all commercial enterprises were showing a decline and when unemployment was so prevalent throughout the country.

The printers will not win the strike, but admitting for the sake of argument, that they may receive some benefits from it, they will be in a similar predicament to the salesman who so far forgot himself as to get into a heated argument with one of his prospects. The salesman won the argument, but lost the sale.

Public sentiment is most certainly not with them this time as on former occasions. They have lost in the way of prestige with the public, and in that final court, which makes and unmakes individuals, which builds up and likewise overthrows governments and nations—which gives men freedom or condemns them to death—in the court of public sentiment the printers of this country at present stand condemned.

That Canadian printers must sooner or later cut loose from the American organization is inevitable. The whole trend of public thought and sympathy is pointing that way. The Brotherhood of Railway Employees has set a precedent and other labor organizations are thinking pretty seriously along these lines since the meeting of the Dominion Trades Congress at Winnipeg in August last.

Secession Need Not Mean a Quarrel

SECESSION of this sort does not necessarily involve any quarrel with the American unions. It simply means that the Canadian wage-earners have ceased to

creep; they have thrown off their swaddling clothes and are now strong enough to walk alone. As far as being gobbled up by the Manufacturers' Association is concerned, that is mere bug-a-boo. What with business taxes, foreign tariff laws which mitigate against Canadian export trade, with farmer governments cropping up all over the country and prospects of more to come, that concern is likely to be as busy as a one-eyed boy at a three-ring circus, looking after its own affairs for some time to come.

To sum up, therefore, the Canadian printers could maintain their own national union for less money than the I. T. U. now costs them; they would be just as potent a force in safeguarding the interests of their membership as they are at present.

It is unthinkable that Canadian employers in practically every line of industry should much longer be compelled to engage workers from the ranks of American unions, and until labor organizations themselves take steps to alter this situation there can be no possible hope of lasting amity between Capital and Labor in this country. The desired co-operation between these two great potential factors of our industrial life will never be realized to any appreciable degree until Canadian workers assert their right and determination to govern their own affairs.

Saskatchewan Weeklies Hold Convention

E. Roy Sayles Gives Some Valuable Advice

THERE were twenty publishers present at the conference conducted by V. C. French, Wetaskiwin Times, and E. Roy Sayles, Toronto, president and manager, respectively, of the Canadian Weekly Newspapers' Association, in Regina, Friday, October 28th. This meeting was one of a series of five being held in Western Canada at this time. The object of the meetings is to place before members and prospective members, an outline of the work being done by this excellent association for weekly publishers throughout Canada.

S. N. Wynn, of the Yorkton Enterprise, and president of the Saskatchewan Press Association, presided at the meeting, which began promptly at 2 p.m. Mr. Sayles took the floor and for three hours held the attention of those present with a wonderfully instructive address, which covered a wide range of subjects. He first touched on the history of the association since its inception in the fall of 1919. The cost of producing advertising in an average weekly paper was then taken up. Just here he took the opportunity to advise all members to keep up a good system in the front office, to take care of all demands upon the paper by advertising agencies and general advertisers. Most publishers have a tendency to reach out over their shoulders for business while they are failing to develop to the full the local field, where most of the business to be had must come from. The speaker's advice was to sell your paper by your own initiative.

Maintain $2 Subscription Rate

It was amply proved by Mr. Sayles that it still costs $2 to publish a good newspaper, and a resolution was later passed to the effect that present subscription prices be maintained.

The movement of the universities to provide short courses in journalism was one to be commended and should be taken advantage of by the weekly publishers. The course in Toronto, the speaker averred, was the first real attempt at a course in journalism.

Mr. Sayles then went into detail as to the cost of job work, and explained how better prices could be gotten from the organizing of district associations, and these district associations would be a fertile field for the securing of members for the Provincial and Dominion associations. He advised the printing of a sheet price list to be used by the different districts. This sheet form of list would whet the appetite of the user for something better and it would only be a matter of a short time before he would be demanding something more comprehensive. The speaker made it plain that he would never operate another print shop without a good price list.

Mr. Sayles' Work Appreciated

At the close of the meeting a resolution of deep appreciation of the efforts of Mr. Sayles in the work he is doing for the publishers, and especially for the fine talk given that afternoon, were passed amid much enthusiasm. No one in attendance could avoid getting some good from the inspiration given out by the speaker.

The meeting passed a resolution favoring going east for the convention next year: If not to Halifax, at least as far as Quebec City.

Those in attendance were: Chas. Hynds, Lumsden News-Record; J. D. Taylor, Hanley Herald; A. W. Reynolds, Wilcox Times; T. E. Scriver, Wolseley News; W. J. Redmond, Maple Creek News; S. J. Dornan, Alameda Despatch; Ed. Holmes, Carlyle Herald; A. Ford, Esterhazy Observer; S. N. Wynn, Yorkton Enterprise; Geo. Wilson, Limerick Letter; T. M. Marshall, Weyburn Review; C. Lawrence, Dunblane Enterprise; D. H. Boyd, Fillmore Press; E. P. Hodgins, Woodrow Light; A. O. Wright, Herbert Herald; V. C. French, Wetaskiwin Times; E. Roy Sayles, Mgr., C.W.N.A.; R. G. Ashwin, secretary-treasurer, Saskatchewan press representative, C. P. R.; W. C. Riddle, advertising department, C.N.R., and W. A. MacLeod, editor of publications, Saskatchewan Government.

WEEKLY PUBLISHERS HOLD MEETINGS

(Continued From Page 43.)

view; E. Roy Sayles, C.W.N.A.; H. A. Nicholson, Printer and Publisher.

Committee Meeting at Fergus

Printer and Publisher was advised just before going to press that the committee appointed at the District Press Meeting at Palmerston, October 14th, met at Fergus, October 28th, as arranged, and spent five hours in making a thorough revision of the job price list. The revised list will be printed in the next issue of this paper.

Ruling Covering Sale Tax on Printing

Job printers, or newspaper publishers, who also do job printing, may be classified as retailers when selling exclusively by retail, goods made to the order of each individual customer, according to a recent ruling of the Department of Customs and Excise.

Goods made for stock or sold to customers for resale, are held to be subject to the sale tax. Concerns covered by the first paragraph will not be required to secure sales tax license nor collect sales tax.

Durability of Rag Paper

As a result of the exhaustive tests made by the Bureau of Standards of the United States, as to the durability of rag papers, the following report has been made:—

"Results of tests upon approximately 150 samples of paper stored since March, 1909, it is noticed that bonds and ledgers, containing 100 per cent rag, did not deteriorate in bursting strength as much as printing, writing and similar paper containing wood pulp. The loss in bursting strength for the first class of paper tested was about 11.9 per cent, while the bursting strength for the second class was 20.4 per cent less than when tested 10 years ago."

Press of Midland Counties Meets

The semi-annual meeting of the Midland Counties' Press' Association was held in the town hall, Port Hope, October 7, with morning and afternoon sessions. A large representation of members was present and it was considered one of the best conventions held by this association. President J. W. Deyell, of the Lindsay Warder, occupied the chair.

At the morning session a very interesting and instructive address was given by Mr. E. Roy Sayles, Toronto, manager of the Canadian Weekly Newspapers Association. He outlined the work accomplished by this national association, which had been very beneficial to non-members of the association as well as the regular members. He also gave out many helpful ideas and suggestions to those present relative to the printing business.

During the lunch hour the publishers were guests of the Town Council, when a very enjoyable and sumptuous banquet was served at the Queen's Hotel, by the hosts, Messrs. Keeler and Bennett. After an hour of feasting and social intercourse, the gathering was called to order by Mayor F. L. Curtis, who, on behalf of the town, welcomed the visitors to Port Hope in a splendid address in which high tribute was paid to the press and to Canadian jornalism. The speaker said the newspaper that lives up to its opportunities and responsibilities is the greatest asset any town or community can possess. President Deyell acknowledged briefly the address on behalf of the association, in felicitous terms. Brief but happy addresses followed by Mr. Sayles and Mr. A. H. C. Long, President of Port Hope Board of Trade.

Before returning to the Town Hall for the afternoon session, the publishers were given a motor trip around "the prettiest town in Ontario." Places of interest were the Port Hope Sanitary Co., Nicholson File Co., Mathews Gravity Co., Port Hope Knitting Co., Cobourg Felt Shoe Co., Trinity College School, business and residential sections, including the beautiful grounds and residences of several American residents.

The afternoon session was confined to a Round Table Conference, in which various phases of printing and general newspaper work were discussed.

The thanks of the association was accorded Messrs. F. W. Wilson and Sandy Lockington, of the Guide, and Mr. Geo. Scott, of the Times, for the bounteous hospitality accorded the visitors.

It was decided to hold the May session of the association in Port Hope.

Organising Weeklies of Manitoba

As a result of a conference in Winnipeg of several editors of Manitoba weekly papers with V. C. French, Dominion president of the Canadian Weekly Newspaper Association, and E. Roy Sayles, general manager, several innovations will be introduced into weekly newspaper work in rural districts.

For purposes of enabling rural editors to meet with greater convenience, Manitoba was divided into seven districts. A convener will be appointed for each district and periodical meetings will be held.

To facilitate estimating on job printing work a standard price list will be mailed to every rural job printing office. This will render practically the same service to rural printers as the printers' board of trade does for the city printer.

Owing to inflated costs, which show no sign of reduction, it was decided to maintain the subscription price for another year.

Exorbitant express rates on partly completed newspapers, better known as "ready prints" formed the subject of a long discussion and the announcement was made that this matter was under advisement and reductions may be expected soon. The statement was made that express rates on this matter were often 300 to 400 per cent. higher than on other papers.

Campaign Against Peddlers

The publishers of Saskatchewan have started a campaign to make the life of the peddler of printing miserable. The modus operandi is that every such animal who is discovered eating into the fertile field of a certain publisher is immediately informed upon and either the provincial or town act dealing with hawkers and peddlers is invoked to eliminate the pest infesting the field of the country printer. Printers on either side of the man doing the informing are advised that such a man is in the district. The idea is that each printer will lay an information just so long as the peddler insists upon doing business in this manner.

It is hoped that said peddler will soon discover that his services are too expensive for the moderate tastes of the country districts. In Saskatchewan several complaints have been heard by local magistrates and in every case the man affected has been obliged to pay a fine and to take out a license if he wished to carry on in his particular line.

Higher Prices for Flat Papers

That there is an improved outlook for the Canadian flat paper trade is the opinion expressed at the fourth annual convention of the Canadian Paper Trade Association, held at Montreal last month. It was pointed out that the paper trade had come through the period of depression without demoralization, and that probably rock bottom prices had now been reached, with the prospect that for the future there would be a more stable demand.

The presidential address, given by the president, C. W. Graham, points to higher prices for flat paper, it is interesting to note. In his report Mr. Graham said that a year ago the paper trade was in such a position that there were more orders than could be filled, with a general scramble to secure supplies of paper. During the past year the market had gradually turned to the opposite extreme. The paper men now had to face a reduced demand for stocks and lower prices. This condition, said Mr. Graham, had continued for some time. It had been met in the paper trade in a manner that tided it over without demoralization, and to much better advantage than in the case of other commodities.

"Now," said Mr. Graham, "it was felt that the price of paper had struck rock bottom," and he thought it was more likely that there would be an advance in prices rather than a reduction.

In view of the prospect of higher paper prices it behooves the job printer, who is inclined to lower the price of his work because of cheaper paper, to consider the situation lest he set a precedent which will take much time and trouble to remedy.

David J. Hall, who died in Merrickville on Nov. 2, at the age of 83, was for a long period publisher of the Merrickville "Chronicle," a paper now defunct. He also published for awhile the "Masonic Chronicle." He was Reeve of Merrickville for several years, and served as a member of Leeds and Grenville Counties' Council. For some years he was Merrickville's municipal clerk. He kept the telegraph office of the village, and at his death was one of the oldest operators in Canada. Learning the printing business in the Laval establishment at Montreal, he went to Merrickville 60 years ago, and was a leading citizen there in the days previous to the National Policy, when with a revenue tariff prevailing, Merrickville plows and Merrickville stoves were known throughout Eastern Ontario.

Exhibit of Printing Equipment

New and Improved Ideas Shown During U. T. A. Convention at Toronto

THERE was a lot of interest shown in the exhibition of printing equipment at the 35th Annual Convention of the United Typothetae of America. Most of the equipment was accommodated at the King Edward Hotel, but some of the Toronto Supply Houses found it more feasible to exhibit their lines at their own warehouses, trusting to well-displayed signs at the hotel to attract the attention of the craft, a method which proved very successful.

Following is a brief description of the exhibits.

The Ludlow Typograph

The Ludlow Typograph exhibit demonstrated a system for composing and a machine for casting display type on slugs—continuing the all-slug method of composition into the large display sizes. It produces sharp, clean-cut faces for each new job in less time than it takes to assemble the much-used individual types by hand. It is also a time saver on account of the comparative ease and speed with which slug-composed display matter can be handled. The Ludlow Typograph casts display faces on slugs up to 48 point, with no limit to the width. The standard mold used on the Ludlow Typograph will cast any desired length of slug up to 21 ems. Lines exceeding 21 ems in length are easily produced without change of mold by a patented system of overhang and indention. The Ludlow method of display composition brings innumerable benefits and short-cuts to the composing room. It gives an unlimited supply of type, thereby eliminating the worry and losses occasioned when big display forms must be kept standing for any length of time. The Mono-Lino Typesetting Co., Toronto, are the Canadian agents. J. O. King, advertising and sales manager, was present at the Ludlow exhibit during the convention.

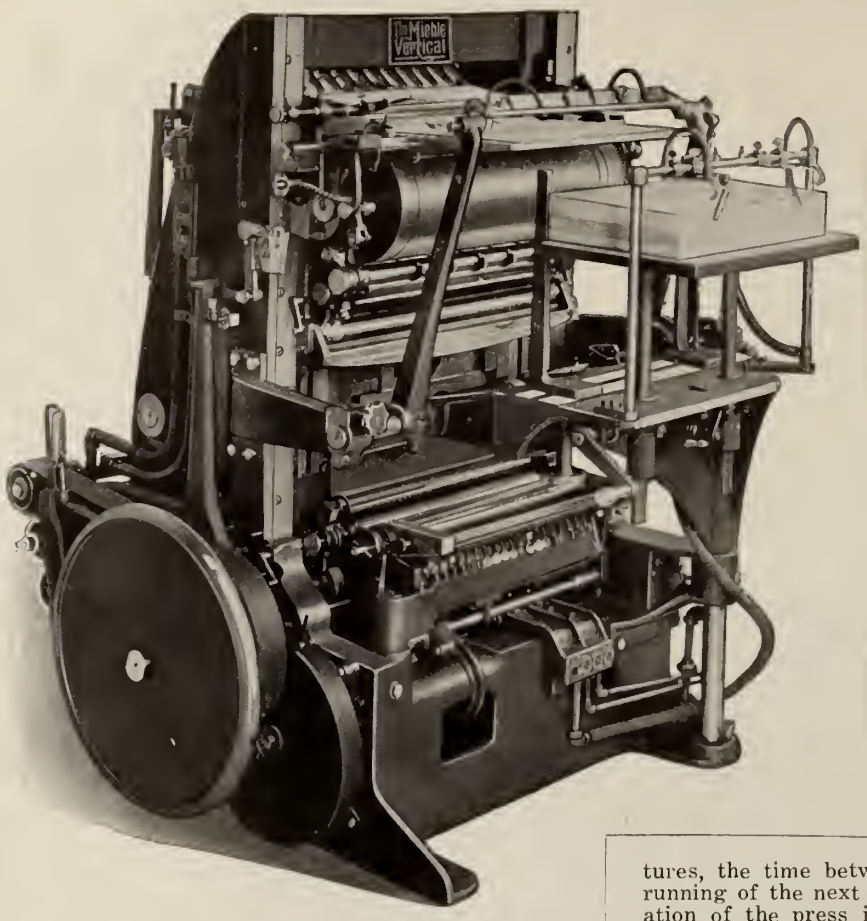
EXHIBIT OF LINOTYPE MACHINES AT THE KING EDWARD HOTEL, TORONTO, DURING U. T. A. CONVENTION

Linotype Machinery

The Canadian Linotype Limited, Toronto, had a splendid exhibit on the ground floor of the new annex of the King Edward Hotel, facing King Street. Here was shown the Model 24 Linotype, which is substantially a Model 9 four-magazine Linotype, with the addition of a display unit, carrying four auxiliary magazines. The main magazines carry faces within the range of the Models 9, 8, and 14, and are interchangeable with Model 9 magazines. The auxiliary magazines are unusually wide, which permits of the use of extended faces. These magazines are used in pairs, and each pair accommodates one font of sixty-five characters—caps, lower-case, figures, and points. The auxiliary magazines are operated from an auxiliary keyboard of sixty-five keys. Both text and display composition, ranging from 5-point to extended 36-point, are available direct from keyboards. All magazines are removable from the front of the machine, the auxiliary magazines being removed in pairs. As matrices from all of the text and display magazines can be mixed at will, and all eight of the magazines can be used even while matrices are being distributed, composition can proceed without interruption. Both text and display matter can be set continuously. Equipped with its full quota of magazines, the Model 24 has a capacity of six different body sizes, ten different faces, 850 different characters—all instantly available direct from the keyboards. The Model 24 enables one operator, on one machine, to compose in its entirety (delivered onto the galley, and ready for the chase) practically any job of composition received. The other machine exhibited was a Model 21, quick-change single-magazine machine, which accommodates either full-length or split magazines of seventy-two channels. The machine is equipped with two-channel entrance frames, one of which can be swung out of and the other into operative position in a few seconds. A splendid exhibit of all kinds of printed material, set wholly on these models, proved the great scope of composition available with these linotype machines. The Canadian Linotype, Toronto, sales staff was ably supplemented by the presence of Julius Washington Muller, of the Mergenthaler Linotype Co., New York, who is an authority on typography, and specially directs the production of the "Linotype Bulletin."

Lanston Monotype Exhibit

The Lanston Monotype Machine Company provided well appointed reception rooms at the King Edward, occupying the small ball room and a special space on the mezzanine floor. Here Mr. H. F. McMahon, manager of the Toronto office, personally welcomed delegates and visitors. A splendid display of specimens of monotype composition was exhibited and these were a source of continual interest, showing how the monotype system accommodates the highest development in modern typography. The attendance throughout the convention of Frederic W. Goudy, who is associated with the Lanston Co. as Art Director, added greatly to the service rendered by the company, and he was in constant demand for conferences and interviews. Mr. Goudy is recognized as a leader in the development of modern typography. H. D. Best, Asst.-Pres.; Daniel Baker, Advg. Dept., and well known to Toronto printers; F. W. C. French, Promotion Dept., all from Philadelphia, were present. Also Jas. H. Sweeney, western sales manager, from Chicago, and Richard Beresford, New York manager, were present.



THE "MIEHLE VERTICAL"

Which was shown in operation at warehouse of the Toronto Type Foundry During U. T. A. Convention.

Hacker Plate Gauge and Rectifier

An interesting exhibit at the Toronto Type Foundry was the "Hacker Plate Gauge and Rectifier," which a demonstration proved would be a thoroughly practical machine in the average printing plant, and in the hands of average workmen. No great skill or care is required to operate this equipment. The principles involved are understood by all pressmen, the difference being that they practise them in the old way by slow and expensive trial-and-error methods, whereas this system does it rapidly, by exact measurement, and infinitely more accurately. The result is a vast reduction of time and labor in press work at a minimum cost.

Hill-Curtis Exhibit

The exhibit of the Hill-Curtis Co.'s new "Trimosaw," shown by the Toronto Type Foundry, was a revelation to the convention. Three models were on view; No. 1 and No. 3 types A; and the "Junior". The "Trimosaw" is a versatile machine for printers, engravers, electrotypers, carton makers, paper box makers, rubber stamp makers, novelty manufacturers, etc. The head office of the Company was represented by W. C. Hammond, Vice-Pres. and General Manager; and E. Trimosaw Furlong, sales manager, both from Kalamazoo, Mich.

Seybold Automatic Cutter

The Seybold 32-inch Automatic Cutter, shown in actual operation by the Toronto Type Foundry Co., and J. L. Morrison Co., attracted much attention. Mr. Fred Landers, sales manager, from Dayton, Ohio, was in the city during the convention.

Mr. J. W. Kirkpatrick, from the head office in Cleveland, O., represented the manufacturers of the well-known Chandler & Price presses.

A. W. Robertson, secretary-treasurer of the George R. Swart & Co., Inc., bookbinders' machinery, was in constant attendance at the J. L. Morrison Co. warehouse exhibit.

Sleight-Metallic Inks

The exhibit of the Sleight-Metallic Ink Co., specially showed the results achieved by their gold and silver product, the close resemblance of the metallic inks to the foil usually used for tobacco containers, was a feature. The exhibit was in charge of J. W. McGuire, sales manager, from Chicago.

New Miehle Design

A distinct surprise to the convention was the exhibit of the "Miehle Vertical," in operation at the Miehle warehouse of the Toronto Type Foundry. This press is illustrated in this issue of Canadian Printer and Publisher, and is said to be the "top notch" achievement of the Miehle Printing Press and Manufacturing Co. The most distinctive characteristic of the "Miehle Vertical" is its high productivity. By reason of the elimination of most of the time-consuming features, the time between the running of one job and the running of the next is reduced to a minimum. The operation of the press is simple, and its field is practically universal within its size limit. In the demonstration of this press, it was apparent that every job "looks alike" —whether heavy work, or thin paper, color, or close register, all worked with perfect ease. Over fifty of these presses are already ordered for delivery in January, we understand, although this exhibit was the first time the press was shown anywhere.

The Miehle Printing Press and Manufacturing Co. were well represented during the convention, the following gen lemen being present: A. Bentley, First Vice-President; Carl Henderson and E. J. O'Hager, Vice-Presidents; B. D. Stevens and John Fletcher, Chicago sales office; F. J. Ball and G. W. Montgomery, New York sales office; Frank Tolan, Cleveland sales office; Mr. Waite, Boston sales office; Messrs. Dudley Spicher, Chicago sales office; and George Thompson, a recognized authority on pressmanship, who personally demonstrated the "Miehle Vertical" press shown during the convention, by the Toronto Type Foundry.

Improved Kelly Press

The Kelly Press, with automatic feeder and extension delivery, was a new equipment feature. This had the latest improved type of Monitor Control which has replaced the former type of M. control on earlier Kelly presses. The rapid, smooth working qualities of the machine appealed to all interested. The president of the American Type Founders Co., R. W. Nelson, with Messrs. Parker and Ben MacCormack, also members of the executive staff, were present at the Toronto Type Foundry exhibit, and the features of the Kelly press were decidedly well taken care of. J. C. Niner, of the Baltimore office, was also present.

New Envelope Press

The Gowdy Mfg. Co., Inc., Buffalo, had on exhibition their "Gowdy Automatic Envelope Press." For simplicity and sturdy construction, this press is remarkable as a press for printing made-up envelopes at from eight to eighteen thousand per hour, from pay to No. 11 envel-

opes. E. J. Gowdy, the inventor, personally superintended the exhibit.

Line-Up Register Table

The Premier Line-Up and Register Table interests were well taken care of by James West. Unfortunately one of the tables was not on view, but Mr. West, by photo and key sheets, easily exploited the merits of the table to the many visitors. The Premier Table was conceived and designed by practical printers to replace the slow and haphazard methods of lining-up and registering forms. It is said to accomplish a varied character of work on the most intricate kind of color printing in lining-up and registering of complicated forms, and it has also proved a remarkably satisfactory investment on book, job, catalogue, label and lithographic work. This equipment is manufactured by the Premier Register Table Co., Boston, Mass.

Safety Feeding Device

The Gene Turner Safety Feeding Guard for C. & P. presses (formerly known as the T-B Guard) was exhibited at the King Edward Hotel. The manufacturers claim that it is the only guard on the market that can be guaranteed never to wear out, get out of order or break. The contrivance has no springs, gears, levels, cams or claptraps; if the press runs it must operate, is the claim made for it.

Convertible Vibrator

The Acme Convertible Vibrator, for C & P presses, was exhibited by Gene Turner. It is self-adjusting, and can be installed easily. It will work with a large and small roller, and give splendid results.

System of Color Harmony

"The Taylor System of Color Harmony," of New York, exhibited their chart, lithographed in seventeen impressions, showing eighty-four individual colors. An interesting pamphlet was given out, dealing with the idea of musical law as a foundation for color law.

Lock and Register System

Gene Turner, of Cleveland, exhibited the Morgans and Wilcox line of labor-saving devices. Particularly interesting was the "M. & W. Lock and Register System." This eliminates quoins, half the furniture and saves much stone time. Forms can be locked within 4 picas of chase. Any space from 9 to 50 picas can be filled and locked with one piece. Any kind of justification or register can be made without unlocking form. This system consists of two devices, the "Job Lock" in its five sizes expanding from 9 to 50 picas, and the "Lock Furniture" in all widths from 4 to 10 picas and lengths from 8 to 132 picas. The "Grant Display Fixture" (patented) for showing specimens of printing, etc., is a good thing for printers. It accommodates 25 square feet of display space, yet occupies but 3 inches of wall space; six exposures 22 x 28 all under glass, and is said to be perfectly dust proof.

Safety Truck

The Delta Safety Truck exhibit, under the direction of J. G. Kirkley, of Montreal, demonstrated that raising and transporting paper by ton-loads in a printing plant has been made possible by the invention of lifting trucks. The operation is accomplished with a minimum of handling. The construction of this truck is very simple, yet its accomplishments are exceptional. The real value in trucks for printers' use is in the lifting mechanism, and in this regard the Delta claims to have achieved the highest success. Mr. Kirkley, with an easy movement of the hand, operated the truck and lifted 3 tons of "Imperial" linotype metal instantly, and easily pushed the truck across the floor.

C. & P. Gordons With New Feeder

Miller and Richard, Toronto, had on exhibition three Chandler and Price Gordons fitted with Miller Platen Press Feeders. They demonstrated that with this equipment the printer could increase the output of 10 x 15 platen presses 87%, with a proportionate increase for the 12 x 18, with no increase in overhead costs. It minimizes the human factor in presswork and standardizes the production of every platen. The convenient arrangement of the feeding table and the fixed regularity with which the Miller Feeder automatically feeds the job, make it possible, with the aid of another table, for a boy to slip-sheet with both hands with regular, clock-like precision, at a speed of 2,000 per hour, if necessary. The Miller Platen Press Feeder attaches to Chandler and Price Gordon presses and is easily driven by a half horse-power motor. The pile of stock is placed directly in front of the platen of the press on a table, which is easily and quickly adjusted to the various sizes of stock, and which raises automatically and brings the top sheet of the pile into the grip of the feeding fingers. Compressed air, driven into the side of the pile, aids separation of the sheets. Suction fingers lift the sheet, which is seized by metal fingers and then carried on to the platen, where it is shifted into exact printing position by a special device. The sheet is then printed in the usual manner and delivered automatically by metal fingers as the platen returns to its original position. The process is then repeated.

Bench Saw Trimmer

The exhibit of Miller and Packard, Toronto, showed a Miller Printers' Bench Saw-trimmer, which was a model of compactness and simplicity. Adjustments are few and easily understood. It is self-contained, complete with motor, ready to attach to any electric light socket. Sets on any substantial table or bench and is easily moved from place to place, always ready to run wherever it can be employed to the best advantage. This portable feature is of special value because it often facilitates production to transfer the machine to the work.

Variable Speed Pulley

The Model "R" Variable Speed Pulley, shown by Miller and Richard, Toronto, is especially designed for Miller Automatic Feeder-equipped C. & P. presses. The advantages it provides in the way of speed changes and shockless application of power makes for still greater efficiency and economy in the operation of these machines. The Model "R" may also be applied to hand-fed presses, in all sizes, 8 x 12, up to and including 14½ x 22 sizes. With the Miller Variable Speed Pulley one and the same lever starts the press, changes the speed, applies the brake and stops the press.

Vibrating Distributing Roller

The Miller Vibrating Distributing Roller, as explained at the Miller and Richard, Toronto, exhibit, improves the ink distribution of platen presses twenty-five to forty times. Being smaller in diameter, the Vibrator rotates at a higher rate of speed than the form rollers with which it is in contact, thus breaking up the streaks and equalizing the supply of ink before the rollers reach the form. After rollers come in contact with the form the Vibrator constantly moves the surplus ink from untouched parts, as well as re-supplies the rollers as they pass to the second revolution.

Miller Saw-Trimmer

The Miller Saw-Trimmer Co., of Pittsburgh, Pa., represented in Toronto by Miller and Richard, exhibited the "Miller Universal Saw-Trimmer." This machine is designed exclusively for composing room requirements. It is a printer's machine in every particular. The standard equipment is a complete machine in itself, and comprehends a wide variety of work, such as plain sawing, sawing and trimming in one operation, mitering any angle, outside mortising or "notching", undercutting, grinding, etc. The sliding table is equipped with a pica swivel gauge, and a micrometer point end gauge, by which dimensions up to sixty picas may be secured in picas, points and fractions of a point. These gauges are quick acting and are guaranteed absolutely accurate, with the American point system. The Miller Saw-Trimmer Co., was represented by F. V. Barhydt, general sales manager, of Pittsburgh; C. P. Evans, Chicago branch manager, and D. J. Casey, New York branch manager.

C. & G. Trimmiter

The C & G Trimmiter, invented by Ed. Cheshire, and manufactured by the C. & G. Mfg. Co., Chicago, was exhibited by the DeCarle Wareham Co., Toronto, the Canadian agents. The claim for this equipment is that it is

a new method of sawing, trimming and mitering. The work is arranged in front of the gauge, permitting of fine and smooth cutting. On "slug" work the operator places the smooth side against the gauge, and the vise will engage two ribs, preventing the work from "fanning" and thus eliminating the possibility of cutting into the face of the slug. All machines are equipped with miter attachment, miter gauge and motor of any standard voltage. Precision, accuracy, simplicity and speed are combined with safety. S. G. Greenfield, sec-treas. of the C. & G. Mfg. Co., was present during the convention, and advised in connection with the exhibit.

Cleveland Folder

The Cleveland Folding Machine Co., while not exhibiting their equipment at the convention hotel, had on view an exhibit from 153 firms of 863 different pieces of printing, that required folding. The work in each case was folded on a Cleveland machine. The exhibit effectively demonstrated the versatility of this firm's manufacture. The Toronto Type Foundry Co., Limited, manufacture and sell Cleveland folders in Canada and Newfoundland, and had a complete machine on view at their warehouse.

J. L. Morrison Exhibit

The J. L. Morrison Co., Toronto, at their warehouse, exhibited a complete line of bookbinders' machinery, including the following: "Perfection" Wire stitching machines; "Hickok" ruling machines; "Burton" universal rotary perforator; Tatum punching machines; Seybold power paper cutters; Jacques shears, S. K. White paging and numbering machines, Dexter folding machines, Automatic feeding machines, etc. Considerable interest was manifested in the new "Kidder" adjustable rotary perfecting printing press, installed a few weeks ago in the pressroom of the printing department of the Salvation Army, Toronto.

Stephenson, Blake Exhibit

Stephenson, Blake & Co. entertained quite a number of the convention delegates at their warehouse, special interest centering round the Stephenson & Blake Scotch type and initial faces, for which some substantial orders were received from American printing houses.

Westman & Baker Exhibit

Westman & Baker Limited, report a growing interest in the Lee process, particularly evidenced by the number of delegates who interviewed them during the convention week. W. & B. presses and cutters were displayed at the warehouse, together with a full line of printing office equipment. Westman & Baker report a heavy month for October in their plant for rebuilding machinery.

Intertype Machines

The Intertype Corp'n. of New York, exhibited two models at the Toronto Type Foundry—the D-s.m. model Intertype, setting up to 60-point condensed, and 36-point extended types; and the Model A standard basic unit machine, which can be built into a two or three deck machine, and to which a side magazine can be added. The new Model D-s.m. is a six-magazine line-casting composing machine designed for the complete composition of all typographical matter in text, head-letter, and distinctive display. The large lay-out sheet set on this intertype and displayed at the exhibit demonstrated that this machine, with the side magazine unit, is a complete composing mechanism in itself, standardized and applicable to any standardized Intertype. It increases the versatility of the machine to which it is attached without limiting the speed or convenience of the regular magazines. It can be disengaged when not in use, leaving the machine easily accessible.

The new unit contains thirty-four matrix channels, which is the maximum number available for use in connection with standard seven-tooth matrices. The keyboard for the side magazine is placed on the level of the main keyboard and directly at the side of it. It is placed at an angle which makes it most convenient for the operator to turn in a second from the main keyboard and operate the side magazine keyboard. The keyboard is arranged like a cap case. The whole side magazine unit is hinged to swing horizontally to and from the main machine, and it is locked to the machine by the closing of the channel entrance. The machines were equipped with Margach Metal Feeders, automatically feeding the metal into the metal pot from a long bar of metal suspended from above. The exhibit was under the personal supervision of T. A. MacElwee, assistant to Vice-President Intertype Corp'n., and Wm. H. Coleman, general sales department, of Brooklyn, and G. Chittick, Chicago sales office.

Eight Pullmans in Chicago Special

The Chicago Convention Special, carrying Chicago and western printers to the U.T.A. Convention at Toronto, included 110 people. The special, under the skillful guidance of Walter K. Tews, secretary of the Franklin Typothetae of Chicago, has proved to be a wonderfully successful idea. Delegations from St. Paul, Minneapolis, Oklahoma City, Kansas City, Omaha and Milwaukee, joined the Chicago delegation at Chicago. At Niles, Kalamazoo and Jackson, delegations from Michigan cities met the train. The train consisted of eight pullmans, a compartment and observation car, a baggage car and a diner.

The entire delegation from Chicago and the U.T.A. School of Printing at Indianapolis, consisted of eighteen people. The list follows: Secretary Edward T. Miller; Assistant Secretary John G. Wallace; Noble T. Praigg, director of advertising; Carl W. Kiser, assistant director of the department of advertising; Layton S. Hawkins, director of department of education; R. G. Lee, department of education; T. G. McGrew, superintendent, School of Printing; F. A. Silcox, director of department of industrial relations; F. H. Bird, assistant director of department of industrial relations; W. R. Colton, director of the department of research; Geo. N. Voorhees, assistant director of the department of research; Fred W. Randolph, field secretary; R. Chamberlin, auditor; Anthony Maday, cashier; Miss Freda Israelstam, chief clerk membership relations department; Frank M. Sherman, director of department of specialized branches; F. W. Fillmore, supervisor of accounting, and Robert O. Ballou, editor, Typothetae Bulletin.

Largest Maker of Book Paper Dead

John G. Luke, president of the West Virginia Pulp and Paper Company, the largest manufacturers of book paper in the world, died in St. Luke's Hospital, following an operation for appendicitis. He was born in Springfield, Mass., April 9, 1857. There were many noted paper makers on both sides of the family.

A Good Way to Collect

"When we have an account that is overdue," says one collection manager, "especially if it involves several items, I call up the man or the concern and ask if I can be of assistance in checking up our statement. The direct question often surprises the customer. And while sometimes he does accept my offer, usually he makes a half apology for not having paid before. And his check is likely to follow in short order."

It was found inconvenient to insert the second instalment of "What is News," by John R. Bone, M.A., in this issue. A proof-room page was also promised for this issue but had to be held over. Both articles will appear next month.—Editor.

CROSS-CANADA NEWS

Items of Interest to the Craft Picked Up From Coast to Coast

Arthur Hawkes has joined the staff of the Farmers' Sun.

Herbert Mason, recently on the sales staff of the Grip Limited, is now with the Acme Press, Toronto.

W. A. Buchanan, M. P., Lethbridge, Alberta, has given notice of his retirement from the political arena.

Messrs. Johnson & Campbell have installed a general job printing plant at 125 Wellington Street, West, Toronto.

George Grimmond has opened an office at 105 Adelaide Street, West, Toronto, for die-making, engraving and specialty work.

John McKelvie of the "News," Vernon, B. C., was re-nominated as Liberal-Conservative candidate for the Yale constituency.

H. W. Huber, of New York, head of the export department of the J. M. Huber, visited the Toronto plant on November 1.

At the Springfield convention, F. W. Hunt, of Toronto, was re-elected vice-president of the Direct Mail Advertising Association.

D. E. MacVannel has recently purchased the "Canada Lancet," 163 Church Street, Toronto, and will in future publish that journal.

A. T. Collis, an old-time employee of the "Miner," Rossland, B. C., is now in charge of the government liquor store in that town.

On October 21st the Canadian Paperboard Co., Ltd., advised the trade of an increase of $5.00 per ton on chipboard and strawboard.

Thomas B. Booth, editor of the Nanaimo Free Press, has been nominated by the Liberals to contest Nanaimo riding in the federal election.

The Kitchener Telegraph is now being operated by a joint stock company, capitalized at $150,000, and headed by D. A. Beau, former publisher.

H. H. Currie, news editor of the "Daily News," Nelson, B. C., was the Kootenay delegate to the Dominion G. W. V. A. convention at Port Arthur, Ont., last month.

H. G. Wells, the world-famous English writer, is representing the Toronto "Mail and Empire" at the Conference on the Limitation of Armaments at Washington.

H. M. Whimster purchased the job printing business at Nelson, B. C., formerly carried on by W. H. Jones. Mr. Whimster has been foreman of the plant the past year.

W. R. Skey, of the New York sales staff, and Walter G. Viel, the Toronto manager, represented the J. M. Huber, ink manufacturers, at the Typothetae Convention.

W. F. Maclean, M. P., was presented with a life size oil painting of himself on October 22, at the meeting of the Todmorden (Ontario) Women's Liberal-Conservative Association.

Lord Cowdray, better known to Canadians as one of Britain's greatest oil magnates, is to enter the field of journalism as the chief proprietor of the Westminster Gazette, London.

The "News," Trail, B. C., celebrated its twenty-sixth anniversary last month. It has been issued continuously in the same building in which it started over a quarter of a century ago.

David Loughnan is the Progressive candidate for the Commons in Ottawa. For several years he has edited "The Veteran." He was a member of the First Canadian Contingent to France.

A verdict in favor of the St. Louis Star was returned by a jury in the Circuit Court at St. Louis, Mo., in a one hundred thousand dollar libel suit brought by Alexander P. MacAuley, of Toronto, Ont.

"Farm and Dairy," Peterborough, Ont., and "Western Canada Mining, Engineering and Coal Age," have been admitted to membership in the Canadian National Newspapers and Periodicals Association.

Thomas B. Booth, editor of the Nanaimo "Free Press," has been nominated as Liberal candidate for the Nanaimo riding to oppose C. H. Dickie, who was nominated at a convention in Duncan, B. C., last Wednesday.

Cameron Kester has been appointed editor of the Kitchener Daily Telegraph. Formerly he was editor of the Quebec Daily Telegraph; and is also known in many circles as a contributor to various publications.

The Traders Printing Company, 9 Wellington Street, Toronto, have now in operation a new and improved self feeding Platen Press. This represents the fourth new machine since starting in business less than two years ago.

F. A. Williams announces that he has assumed full control of the "Herald," Cranbrook, B. C., after about eighteen months as assistant editor and manager. W. A. Elletson, former owner, will devote all his time to the "Miner," Rossland.

The B. C. Division of the C. W. N. P. Association will have a special meeting at Victoria this month while the legislature is in session, when a publishers' deputation will wait on the cabinet with a view to readjusting government advertising rates.

Toronto newsboys enjoyed a real "theatre night" at the Pantages Theatre, Toronto, on October 27. They were the guests of "Noodles" Fagan, the "King" of newsboys, who fell into vaudeville after a long career as a newspaper merchant.

The "Courier," Cranbrook, B. C., is now issuing twelve pages regularly as compared with eight up till the early part of September. The semi-weekly "Herald," Penticton, is another of the small town publications that issues a dozen pages per issue.

W. B. Wilcox, until lately editor of the "News," Trail, B.C., but now running a job shop in Spokane, was in Seattle last week, to which city he accompanied his daughter, Miss Betty, who is taking a course in journalism in the University of Washington.

The Toronto Home-Builders' Association, at their meeting in the Carls-Rite Hotel, Toronto, on October 27th, decided to advertise more extensively in the daily press, and decided that a system of group advertising would be in the interests of the builder and the buyer.

The policy of economy which the provincial government of British Columbia has lately inaugurated, was enforced on the newspaper fraternity in connection with this year's advertising of tax sales. Only one insertion was required this year. In the past there has always been four.

Back from a long vacation, and "somewhat sunburned," as it admits, "The Goblin" for November, issued by the student body of the University of Toronto, sparkles with a splendid accounting for the rest which its staff and contributors have enjoyed since last May.

Durant Motors of Canada, Limited, have appointed Norris-Patterson Limited, Toronto, their advertising agents, in charge of all business placed in Canada. It is understood that N. W. Ayer & Son have been appointed by Durant Motors, Inc., New York City, to place their United States advertising.

Mrs. Douglas Murray, wife of the president of the Toronto Typothetae, conducted a party of ladies attending the recent Toronto convention of the United Typothetae of America, on a sight-seeing tour, visiting the university buildings and the Royal Ontario Museum.

The October inaugural meeting of the Current Event Club, Toronto, was addressed by Mr. W. P. Hewitt, of the Toronto Daily Star, on the subject of "The make-up of a big city daily, from the small ad to the rotogravure section." The address was replete with instruction and most interesting detail.

Sir Bertram Lewis Lima, C. B. E., recently deceased, captain in the Canadian army and chairman of the Daily Mirror, Sunday Pictorial, Leeds Mercury and the Glasgow Daily Record, possessed as his Ontario estate, $19,100, invested in South American projects with their head office in Toronto.

Sixty-five years ago, October 10th, Robert A. Johnston, of St. John, N..B.., started work as a printer on the staff of the Morning News, and on October 15th he was on the job in the offices of the Flewelling Press, constituting what is considered a record of long service in the printing business in Canada.

After a brief illness, J. Harry Fowler, a well-known Canadian newspaperman, died at Edmonton, Alta., on October 13th. His death was attributed to heart disease. Mr. Fowler has worked on papers in Ottawa, Winnipeg, Toronto, Detroit, Philadelphia and Edmonton. He was 42 years old and leaves his widow.

The Canadian Vegetable Parchment Company and the Garden City Paper Mills, both of Merriton, Ontario, and the Wayagamack Pulp and Paper Company, of Three Rivers, Quebec, have placed the handling of their advertising with Norris-Patterson, Limited, Advertising Agency, Toronto and Montreal.

Rous & Mann, Limited, designers and printers, Toronto, have secured the services of H. G. Roberts. Mr. Roberts has for some years been connected with the sales and advertising department of the Cluett, Peabody Company, Limited, Kitchener, Ontario, and has a wide knowledge and experience in the preparation of advertising literature.

The Orillia Packet recently printed the following item: "We are sorry to see the name of Miss Mabel R. Clark in the list of newspaper women now taking a course in journalism. Miss Clark is doing excellent work as editor of the Clinton News-Record, and we should grieve to see her quality spoiled." Those fellows up north are getting quite smart.

"Le Bulletin des Agriculteurs," a periodical which up to now had been published more or less under the supervision of Hon. J. E. Caron, minister of agriculture, and officials of the provincial department of agriculture, has been bought by representatives of farmer interests so as to help in organizing this movement in the province, according to an announcement made in a recent issue of that paper.

Joseph M. Maloney, until recently telegraph editor of the London "Morning Advertiser," and for several years a member of the staff of that newspaper, has joined the forces of the Aetna Life Insurance Company as special representative for Western Ontario, according to an announcement made by G. E. Bingham, manager for London district. Under the direction of Mr. Bingham the Aetna Life Insurance Company is building up a strong sales organization in Western Ontario, and it is with this work that Mr. Maloney will be directly associated.

The Canadian Press Limited held their directors' meeting at Montreal on October 20. Memberships were given to the St. John, N. B., "Standard" and the New Westminster "British Columbia." An application for a membership for a second newspaper proposed to be established in Windsor, Ont., was refused. A considerable amount of routine business was transacted, including the endorsation of the recommendations of the management for covering the present political campaign. E. J. Archibald was elected a director, to succeed C. F. Crandall, who has left Montreal to become managing editor of the Vancouver "World."

Fully seized with the importance of merchants advertising their wares through the medium of the newspaper, Mr. W. J. A. Carnahan, president, at the October monthly dinner of the Toronto Yonge and Bloor Business Men's Association, announced that the executive had plans under consideration for the launching of community advertising, on an elaborate scale.

W. J. Fleuty, editor and proprietor of the Oakville Record for the past 14 years, has sold that journal to W. Nelson Wilkinson, of Toronto, who will make the Rocord an all-home-print paper by installing a typesetting machine and other modern equipment. Oakville has the record of being the only town of its size in Canada to support three weekly papers.

For sixteen years Dave Ross has been employed by the Fort William Daily Times-Journal, October 13th marking the sixteenth anniversary of his joining the staff. This is a remarkable record of unbroken service with one company, and it will be hard to beat among the printing fraternity of the district. Dave's linotype would hardly run without him now.

The Saskatchewan Press Association is again handling the advertising campaign being put on for the sale of Saskatchewan Farm Loan Debentures, the means by which the Saskatchewan Government provides funds for re-loaning to the farmers of the province at a low rate through the Farm Loans Board. R. C. Ashwin is in charge of the office for the association again.

The suit brought by Charles E. Campbell to recover damages from R. J. Crombie for an alleged libelous article printed in the Vancouver Sun, was dismissed by a jury in the British Columbia Court of Appeals on October 17th. The case was heard before Justice Morrison, The jury deliberated three hours, finally reaching a verdict for the defendant.

The Montreal Standard, in its issue of October 8th, presented a strong editorial on the matter of auto accidents in that city. "Nineteen auto accidents in two or three days" was used as the basis for the appeal to citizens to recognize the rights of each other on the streets. Then followed zinc etching reproductions of the reports of the nineteen accidents. It was an effective appeal.

The "conscience brooch," concerning which the woman who found it 15 years ago recently wrote Mr. Givens, publisher of the Kingston Standard, has been restored to its rightful owner, Miss M. A. Anderson, 178 Bagot street, Kingston. No fewer than five other ladies have written the Standard setting forth that they, too, lost brooches at the time and in about the spot mentioned in the letter of the "Repentant Woman."

Right Hon. Arthur Meighen, Prime Minister of Canada, paid his respects to the Hamilton Ad. Club on October 31, at a luncheon in the Royal Connaught Hotel. Owing to the fact that he had a large meeting to attend at the Arena, he did not deliver an address. When he entered the room the members gave him a great ovation, for which he tendered his thanks. T. F. Kelley, president of the club, introduced the Premier.

William C. McClelland, advertising director of The Rocky Mountain News, and The Denver Times, a former Toronto newspaperman, and a son of former Police Inspector McClelland, died in Denver, Colorado, on October 9th. Among those attending the funeral were ex-Inspector and Mrs. Robert McClelland, of Toronto, the parents of the deceased. The late Mr. McClelland was also survived by a widow and five sisters, Alice McClelland and Mrs. Emily McMulkin, of Toronto, and Elizabeth, Adelaide and Frances McClelland, of Boston.

Political conventions are claiming the attention of interior publishers of British Columbia just now. John Wallace of the "Free Press," Fernie, was delegate to the Conservative convention at Invermere; M. B. MacLaren, of the "Kootenaian," Kaslo, and C. F. Hayes, of the "Review," Creston, were amongst those present at the Liberal convention for West Kootenay at Nelson, while T. A. Love, of the "Gazette," Grand Forks, helped place in nomination Bro. McKelvie, of the "News," Vernon, who will again carry the Tory banner in Yale.

The Federation for Community Service, Toronto, composed of 52 charities and welfare organizations, is making an appeal for funds to carry on its work for 1922. Norris-Patterson Limited are handling the advertising, which consists of large newspaper space, bill-boards, moving pictures, window cards, street car fender boards and cluster-lamp-post shields. The objective for the drive is $450,000.

Mr. H. B. Elliott, who has been editor and proprietor of the Wingham Times since 1897, when he purchased the business from his father, has retired, having sold out to Mr. Wm. G. Colgate, of Toronto, a man who has had a good deal of experience in newspaper work. Mr. Elliott will remain in Wingham and will continue in the stationery and bookstore business, which he has for some time carried on in connection with the newspaper business, and as agent for Canadian National Railways.

With authorization recently by the General Synod at Hamilton for the taking over of the Canadian Churchman, under a joint board of directors representative of the present shareholders, and of the general boards of the Church of England in Canada, the Anglican Church took the first step toward establishment of a National Church weekly, designed to meet the needs of the communion throughout the Dominion.

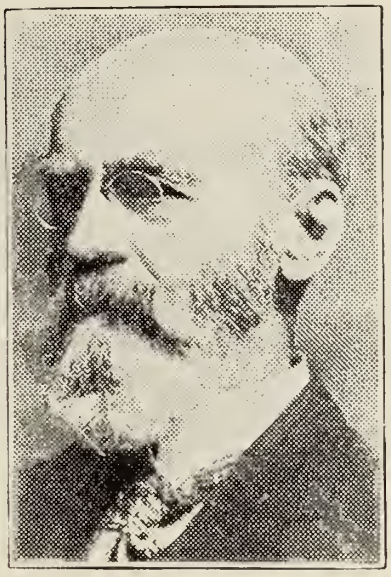
With the return on October 13th to Calgary of the government survey party from the Mackenzie river country, came copies of the first newspaper ever published in the present Northwest Territories. The Muskeg Wallopers' Gazette, it is called, being "the officious organ of the Amalgamated Society of Survey Stiffs, otherwise known as the Flybitten Brotherhood." The paper was circulated with pen and ink on foolscap, and was sent from hand to hand among the men making up the government party.

Joseph G. Elliott, editor of the Kingston British Whig, accompanied by Mrs. Elliott, and Postmaster and Mrs. D. H. Price, of Aylmer, spent a few days in October in St. Thomas with Mr. and Mrs. W. C King, 96 Wellington street. Mr. and Mrs. Elliot also spent a few days in Aylmer with Mr. and Mrs. Price. Mr. Elliott lived in Aylmer fifty years ago, as a boy, his father, the late Rev. John Elliott, being then pastor of the Aylmer Methodist Church.

An exhibition of the work of Clare Briggs, Charles A. Voight, Sam Hunter, Browne, Skuce, Shields, Moyer, Frise, and other well known Canadian and United States cartoonists was on view for several days at the King Edward Hotel. The exhibition was under the auspices of the Newspaper Artists' Association, and, in contrast with former years, the work is entirely that of newspaper cartoonists and no attempt has been made to exhibit work of magazine illustrators.

The Babcock Printing Press Manufacturing Co. have issued a new catalogue showing the complete Babcock Line, presenting in splendid detail the individual operating arrangements. From an educational standpoint this catalogue should be in the hands of every printer. It is extensively illustrated, well printed on highly coated paper, bound in rich green, heavy cover stock, printed in one color, and embossed. Manton Bros. are the Canadian representatives.

Mr. E. D. Ring, of the Ring Advertising Agency, speaking before the Paper Club of Montreal on Oct. 24th, delivered an address on direct advertising methods as applied to the selling of paper. The occasion was the holding of the first luncheon of the club in the Queen's Hotel. Forty members of the club attended the gathering. Mr. Ring pointed out how the paper salesman by studying the different direct mail advertising campaigns and by helping the advertiser through the selection of the correct stocks, can further his own interests by obtaining the good-will of the advertiser, thus increasing direct advertising and a corresponding increase in paper sales. The following Montreal firms were represented: Victoria Paper & Twine Company, National Paper Goods Company, Federal Paper Goods Company, Limited, E. B. Eddy Company, W. V. Dawson Ltd., Dominion Paper Co., Beveridge Paper Company, Rolland Paper Company, MacFarlane Son & Hodgson, Havill Paper Company, Howard-Smith Paper Mills, Ltd., Harrisons & Crosfield, Limited.



JOHN REDPATH DOUGALL

Prominent Canadian Journalist Given Honorary Degree of Doctor of Laws by McGill University, Montreal.

Reference was made in our last issue to some of the printing equipment that belonged to William Lyon Mackenzie. Miss Rose Duncan, of Forest, Ont., writes: "The editor of The Forest Free Press owns the old printing press. It is in good repair and is, I understand, sometimes used. There are also some of the type and type forms used by Mackenzie when he published a paper in Little York (Now Toronto)."

Rev. Dr. Knowles, of Sarnia, preaching in the Methodist church, St. Mary's, strongly reprimanded the press, saying the daily papers were being made corrupt and polluted by coming out with flaring headlines and giving prominence on the very front page of their papers to the Arbuckle and other such cases. "And yet," he says, "if you ask them the reason they will say that is real news, and people are clamoring for it." He did not condemn the press, but thought such things as this were degrading the news sheet.

Edward Porritt, who, while in ill-health, jumped overboard from the steamship Baltic and was lost near Liverpool on October 8th, was well known in Ottawa, where he had been a frequent visitor to the Press Gallery in past years. Mr. Porritt was a painstaking English journalist, who had made his home latterly in Hartford, Conn. He was a close student of economics and had studied the tariff question minutely in Canada. Some of his observations were embodied in his book, "Sixty Years of Protection in Canada," in which the high protection policy was severely criticized. During the tour of the Tariff Commission in 1905 Mr. Porritt accompanied the Ministers through a considerable part of Canada, and wrote articles for several British newspapers. He was 61 years of age.

Toronto is to have a publicity bureau. The primary purpose of the new organization is to bring conventions to that city. For several months past there have been representatives of various clubs and boards in conference on the proposal, and it has now been definitely decided to create a publicity bureau, operating independently of the municipal machinery. Mr. W. H. Alderson, president of the board of trade, has been acting as chairman of the committee, and Secretary F. D. Tolchard, of the board of trade, did the secretarial work. It is regarded as probable that Mr. John O'Connor, of the Murray-Kay Company, may be chosen as the titular head of the new institution. Election of officers is to take place when the organization meeting is held, which will be in the near future.

WM. S. COLGATE

The New Proprietor of the Wingham Times.

The death at Kamloops on October 18th of Captain Ned Sheppard, son of Mr. E E. Sheppard, formerly of Saturday Night, but now resident in California, was not unexpected by his friends on the press in Toronto, as he had been ill for a long time, and was very frail when he left Christie Hospital, Toronto, for Kamloops. Ned Sheppard was on the Star staff before and after the war, but had enlisted for overseas in Vancouver, and was seven months at the front in France as an observer in the flying corps, and in this service his health was undermined. He was a young man of much promise, and his early death will be the cause of wide regret.

A. D. McKenzie has been elected a director of the Canadian Observer, Limited, Sarnia, and becomes vice-president and business manager, having acquired a substantial interest in the company. Mr. McKenzie was a director of the company previous to the sale of the Canadian Observer to Messrs. Hueston and Holmes, of Prince Albert, Sask., and he continued his association with the organization up to a couple of months ago, when he took a holiday trip through Western Canada. On his return he decided to again enter newspaper work. Mr. McKenzie is well known not only in Sarnia, but also throughout Western Ontario, and has made a conspicuous success in his work.

Miss Myrtle B. Patterson, who, for five years past has been a valued member of the staff of the Port Arthur News-Chronicle, has joined the reportorial staff of the Vancouver, B. C., Sun. Miss Patterson's first work in journalism was on Vox Studentium, the Port Arthur Collegiate Annual, issued in 1915-16. In the summer of 1920, she went to New York City, and took the course in journalism prescribed by Columbia University, where her work was under the personal supervision of editors of the New York Sun and the New York Times. On leaving Columbia. Miss Patterson was complimented by the faculty upon the excellence of her work and her record as a student. On her return to Port Arthur, she took up the more serious work of a tried reporter, covering the ground which, heretofore, had been regarded as the exclusive territory of experienced men. A few weeks ago she left Port Arthur for Vancouver, where, shortly after her arrival, she became associated with the Sun.

Miss Mary P. McCallum, who has been named as the choice of the Progressive party to oppose the Hon. Arthur Meighen in his riding of Portage la Prairie, is an outstanding figure among western women, and has many friends and admirers in the east. Miss McCallum is at present assistant secretary to the Canadian Council of Agriculture and for the past five years has been making a close and special study of the economic and political questions of the day, and their connection with the rural women of Western Canada. Beginning her public career as a school teacher, Miss McCallum entered newspaper work in Regina in 1916, when she became editor of the women's department of the Regina Post. From there she went to the Grain Growers' Guide in Winnipeg, as editor of the women's section, a position that put her in actual touch with the farm women of the three prairie provinces. From the Guide she went to the council of agriculture.

In a recent issue the Brantford, Ont., Expositor, one of Canada's oldest Liberal newspapers, says: "For the first time in its history The Expositor seems destined to occupy an entirely independent position in a political general election. The decision has not been arrived at because The Expositor has no opposition in this newspaper field and therefore finds it to be the easiest one; nor is it due to the fact that in principle it is any the less Liberal today than it has been in the past. It has been compelled by reason of the shape the present contest has assumed, and by the fact that while Liberal in its sympathies this paper does not feel called upon to blindly follow its party when the latter adopts a course which it cannot consequently follow. It was this unwillingness which led it to forsake Sir Wilfrid Laurier on the conscription issue and it is this unwillingness which leads it to withhold support from the Liberal platform of today when that platform contains a clause which is in the nature of an axe laid at the roots of certain industries, in which its home city is vitally interested. On the other hand, there are reasons which debar The Expositor from placing itself in the Conservative camp. One of these is its traditional Liberalism, and another that it is not prepared to support a policy of undiluted or undefined protection. It does not intend, however, to remain a silent spectator of the passing

Death Removes Noted Western Editor

Robert Lorne Richardson of Winnipeg

Robert Lorne Richardson, member for Springfield in the late Parliament, and founder of the Winnipeg Tribune, died at his home in Winnipeg, October 6th, after a long illness, aged 61 years.

Robert Lorne Richardson was born at Baldwin, Lanark County, Ontario, June 28, 1860, and was educated in the public schools of his county. He was first elected to the House of Commons in 1896, and was re-elected in 1900. Then followed a succession of political defeats. He was unsuccessful in Brandon in 1904, in Assiniboia in 1908, and in the Macdonald by-election of 1912; also in the provincial general elections in Manitoba in 1909. In 1917 he was elected in Springfield as a Liberal-Unionist and was the sitting member when Parliament was dissolved.

He was the son of Joseph Richardson, English, and his Scottish wife, whose maiden name was Thompson. His mother's father was with Nelson at the battle of Trafalgar. Both his grandfathers settled in Lanark county at the close of the Napoleonic wars.

Mr. Richardson, who was the founder of the Winnipeg Tribune, was the author of several novels. "Colin, of the 9th Concession," "The Cameron of Bruce," etc., and a Canadian political novel, "Dani Grante."

In 1885 he married the daughter of Ira Mallory, of Mallorytown, Ont., who survives him, together with four daughters: Mrs. K. O. McPherson, Ottawa; Mrs. George Murray, Trail, B.C.; Mrs. J. F. Parker and Miss Dorothy. His home was at 78 Roslyn road, Winnipeg.

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TORONTO TYPOTHETAE

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show, but will feel free at all times to speak its mind freely, always, however, from an independent, rather than a partizan, point of view."

Wingham Times Changes Hands

The announcement concerning the change of ownership of the Wingham "Times" is a notable event in the weekly publishing realm of Ontario. The "Times" has been one of the institutions of the town for nearly fifty years and has done much for the upbuilding of the community. The former publisher and proprietor, H. B. Elliott, is succeeded by William G. Colgate of Toronto. The history of the "Times" is greatly identified with the retiring publisher.

On January 1, 1888, Robert Elliott, father of H. B. Elliott, purchased the business and a few months later the son started in as printer's devil, continuing in the office as mechanical foreman and business manager until July 1, 1897, when he purchased the business. During those years we have seen the "Times" grow from a small five column to the page patent inside paper to one of seven column to the page all home print.

The new publisher is an experienced newspaper man.

Mr. Colgate, the new publisher, is an experienced newspaper man. He is a native of Toronto, and was educated at the University of Toronto and has been employed in the composing rooms of the "Evening Telegram" and the "Daily Star" in that city. He was for a time editor of "Printer and Publisher" and "Marketing," and Toronto correspondent for the New York "Times" and New York "Editor and Publisher." He had charge of planning art work, engraving and printing of the advertisements of the 1918 Victory Loan Campaign, besides contributing ideas and copy. Mr. Colgate has also been a contributor to the "Canadian Magazine," "Western Home Monthly," "Saturday Night," "Industrial Canada," "Printers' Ink," and "System."

The "Times' " new editor is a comparatively young man and is both aggressive and capable, and that he will succeed in the weekly field seems beyond peradventure.

McGill Honors John Dougall

The centenary of McGill University was celebrated last week amid great enthusiasm. The Governor-General was the leading participator, but there were distinguished people from far and near; and Montreal was temporarily made the mecca of McGill graduates from all parts of the world.

A notable feature of the occasion was the honoring of the oldest living graduate of the University, John Redpath Dougall.

"John Redpath Dougall, Graduate of McGill University of the class of 1860; a journalist, who for many years, as editor of the Montreal Witness, has used his beneficent influence for the welfare of Canada; a writer whose fairness and courtesy have added dignity to the journalistic profession."

In these words before an illustrious gathering of two thousand people, in solemn convocation assembled, Acting Dean Harkness, M.A., LL.D., presented Mr. Dougall for the Honorary Degree of Doctor of Laws.

Mr. Dougall accepted the degree under pressure of friends--a degree which the late Sir William Dawson, then principal of McGill, desired him to accept over a quarter of a century ago. As a people's journalist he did not want to be called "Dr." Dougall.

When it became known that Mr. Dougall was the oldest living graduate of McGill University, there was general comment that he "does not look his age; looks more like sixty than eighty;" yet Mr. Dougall has never allowed himself the luxury, the restfulness of conventional, stereotyped, man-made creeds. It has been his practice in life to weigh, and test the formulae of the church, of politics, of society, and without splitting of hairs to press for that which is true rather than for that which is conventional. The simple life as a physical habit and the simple truth as the great objective, have together contributed to a life of power. Mr. Dougall never loses sleep trying to make opposing interests—the cash box and his duty—meet. He does his duty regardless of the partnerships so many would like to force upon him. Though he works "incessantly" he knows nothing of those dissipations, those ageing feuds between self-interest and conscience.

Jubilee of Toronto Pioneer Printer

The month of November witnessed the jubilee of one of Toronto's oldest printers, Mr. Wm. H. Brigden, of Brigden's Limited, who has been in the business for fifty years.

Reminiscing on pioneer times, Mr. Brigden said: "In the days when I entered the business the old hand presses were still in general use, and apprentices were gruesomely familiar with blistered hands from manipulating the roller. The typesetting machine was not out of its swaddling clothes, and newspapers were printed on hand-fed individual sheets.

"I well remember the sensation caused by the exhibition of the first practical 'web' or rotary press, by the Times newspaper, when the Mail, the Times export edition, was produced on the Walter press from a 'roll of paper a mile long.' After this the rotary principal was generally adopted and the development of the modern press fed from a great roll of white paper at one end and delivering complete newspapers, printed and folded at the other, was rapid.

"For illustration the printer was dependent in my early days upon the slowly produced and costly wood engraving. The introduction of mechanical, and more particularly of half-tone engraving, largely revolutionized some of the methods in high-class job and book printing establishments, necessitating improved machinery and the manufacture of a special coated or enamelled paper."

Mr. Brigden mentioned that comparing notes recently with another of Toronto's oldest printers, still alert and active in the trade, Mr. Atwell Fleming, he found that he too will shortly celebrate his jubilee.

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SAWS FREE—MILLER, LACLEDE, SYSTEM Point-Set, Others—Only $5.50. This price includes saw Furnished Free when saw you buy is worn out thru sharpening by us. Let us sharpen your saws until new saw needed and never again will you have to spend another cent on new saws. WONDERSAW, 202 W. 20th St., New York. (p3p)

FOR SALE — MILLER SAW-TRIMMER; cost $450; sell for $350; terms; good as new. TYPE, 202, care New York World. (p2p)

FOR SALE — COTTRELL PRESS, UPON which St. Marys Argus was printed. In A1 condition. Lease of building expires. Must be sold or scrapped. Buyer can have at his own figure after inspecting it. Terms to suit purchaser. A bargain for somebody. St. Marys Journal-Argus. (p11p)

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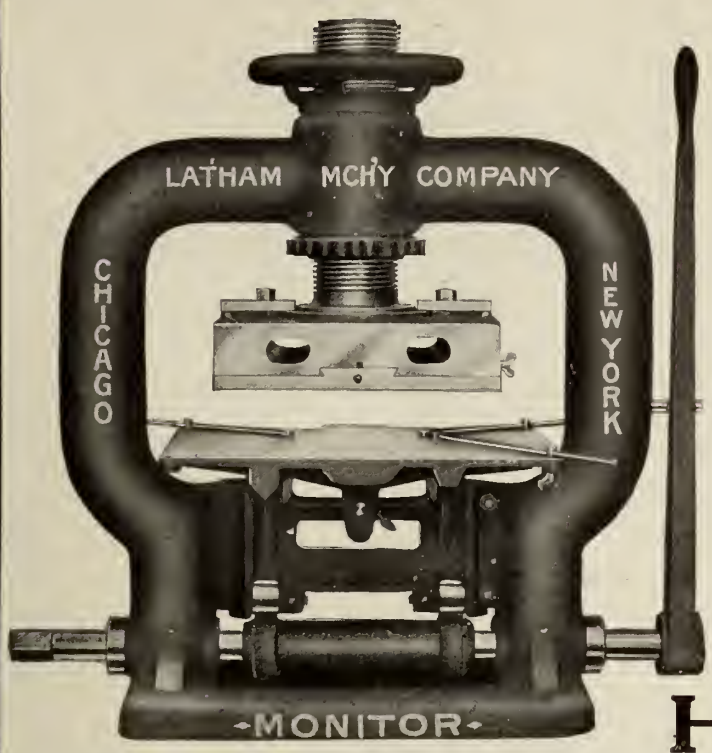

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INDIAN BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO
Sold through all Prominent Jobbers

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

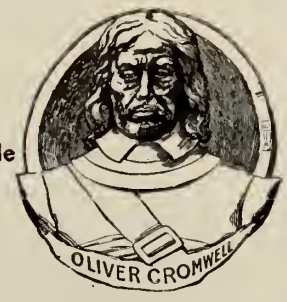
You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 75 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade  Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Federal Paper Co., Montreal, Que.

MANUFACTURED EXCLUSIVELY BY

The Cromwell Paper Co.

Mill and Main Office

Jasper Place **Department P.P. Chicago, U.S.A.**

MULTI-
NEW ERA PRESS
PROCESS

The Fastest Flat Bed and Platen Presses on the Market

7,500 Impressions Per Hour

THE "New Era" Multi-Process Press is a high speed, flat bed and platen press with an intermittent web feed.

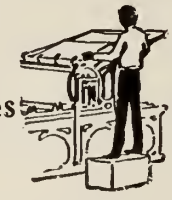
The paper is kept taut in the press by an adjustable tension and is guided by side guides at every point where an operation is performed. Because of these features an accurate register is possible at remarkably high speeds.

Send us samples of your multi-color or special operation work. We want to show you how economically they can be produced on the "New Era" Press.

NEW ERA MFG. CO.
394 Straight St., Paterson, N. J.

MOTOR REPAIRS

We'll Keep Your Presses Running



High-Class Work Done Quickly

When your press motors break down you want repairs done quickly, and you want repairs that will last. We have installed and repaired hundreds of press motors—we know printers' requirements and can give you the right service. When in trouble phone or write us. Instant attention !

Specialists in
MOTORS, GENERATORS, STARTERS, CONTROLLERS

The Leslie Electric Co.
74 Grange Ave., Toronto
Telephone Coll. 490

We are Never Happier Than When Solving Some Electrical Problem for A Customer or "Prospect"

That's how we built our business and made

KIMBLE MOTORS

the standard by which so many American printers measure **all** motors.

And, in our personal first-hand study of hundreds—yes thousands—of printing plants during the past fifteen years have made ourselves **masters** of every conceivable printery power problem.

This specialized experience—not to be expected from makers of general purpose motors—permits us to figure out **economies** in original installation, and in plant operation that are fully appreciated, and widely recognized in the printing crafts.

As you know, we were the pioneers in developing a line of

Printing Press Motors

that give flexible speed control with alternating current electricity. They consume electricity only in proportion to press speed, and deliver both higher and lower effective speeds than any other motors.

Let us send an engineer, without cost to you, to make an expert survey of your plant, tell you what you can do to increase output and cut costs; and make suggestions that will be of lasting benefit to you.

And let us put you on our free mailing list for our periodical bulletins.

Kimble Electric Company.
N. Western Ave., Chicago

Great West Electric Co., Ltd., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

Masco Company, Ltd., 76 Richmond St., E., Toronto, Canada, for all points east of Port Arthur and Fort William.

Buyers' Guide

Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO

GREAT WESTERN SMELTING and Refining Co.,
P.O. Box - 1060
Vancouver, B. C.

TYPE METAL for All Purposes
Linotype Combination, Stereotype, Monotype, Electrotype.
Quality, Cleanliness and Analysis Guaranteed.

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Pollard-Alling Co., New York, N.Y.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Luckett Loose Co., Toronto.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

Half-tone Book
Rotogravure
Catalog
Calendar

Extra Fine
Machine Finish
Super-Book
Bible Paper
Directory
Coated

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp and Paper
33 W. 42nd St. - NEW YORK CITY
Phone Vanderbilt 1057

McFarlane, Son & Hodgson, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

What is the
PRINTER & PUBLISHER
to Canada?

The National Printer-Journalist is the same to the United States

Send 25c. for a sample copy

National Printer-Journalist
(in its 37th year)
4610 Ravenswood Avenue
CHICAGO, ILL.

Stationery and Engraving

THE DAY has arrived when every Stationer must be prepared and equipped to exhibit his STATIONERY HANDSOMELY ENGRAVED.

And to show his ENGRAVING upon FINE STATIONERY.

The two are closely bound together.

A reputation for fine engraving helps to sell his stationery.

And vice-versa.

It is the worst kind of salesmanship to spoil a fine sheet of paper by poor, low quality engraving.

We will send, free of charge, to any Stationer A SET OF SIX HANDSOMELY ENGRAVED WEDDINGS, each a different style of beautifully engraved shaded lettering.

And a set of four copper plate style sheets for your Stationery Counter or Salesman.

They show 64 different styles of lettering.

They are PRINTED FROM COPPER PLATES UPON THE FAMOUS WHITING'S WEDDING STOCK and will be an advertisement to your Stationery Department.

Write at once, and be sure and give us the name and address of your engraver, and we will send him duplicates so that you may order from him by style number.

ENGRAVERS MACHINERY COMPANY

OF CANADA, LIMITED

Coronation Building, MONTREAL

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

Buyers' Guide

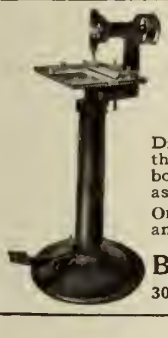
TICONDEROGA PULP AND PAPER CO.

Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816. 522 Fifth Avenue, New York



BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

One to two inches drilled at an operation. Ask for proof.

Berry Machine Co.
300 N. Third St. St. Louis, Mo.

WHILE-U-WAIT

RUBBER STAMP-MAKING OUTFITS

Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buy complete outfit.

Send for catalog

The Barton Mfg. Co.
83 Duane Street New York, N.Y.

Cotton and Oilcloth SIGNS

FAST SERVICE—Send in your copy and size and we will make your sign and ship it to you in TWO DAYS' time to any part of Canada.

NATIONAL SIGN CO.
36-38 DUNDAS ST. WEST, TORONTO
Signs in Wood, Metal, Glass, Brass

ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont
Westman & Baker Limited, Toronto.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
Miller & Richard, Toronto, Ont.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

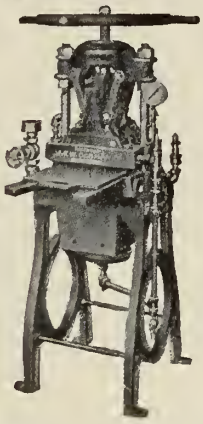
PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Butler & Jones, Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPERS GUMMED
Butler & Jones, Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.

PAPER, MAILING AND MATRIX
Beveridge Supply Co., Ltd., Montreal, Que.

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J. W. DORMAN CO.
BALTIMORE - MD.

Bastian Bros.
LIMITED
COBOURG, ONTARIO
Sales Offices in All Cities
Manufacturers of
Celluloid Buttons, Advertising Novelties and Signs, Parade and Convention Badges, Metal Advertising Novelties, Metal Name Plates, Pin Wheels, Baby Rattles.

FEATURES

Weekly Pages
Camera News, Fashion, Feature and Children's.

3-A-Week
Handicraft in the Home, The Traveler Boy, and Hints for the Motorist.

Daily Features
Turbyville on Sports, Lessons in Baseball, Jangling Jingles, Pertinent Portraits, Daily Puzzles, Daily Hints, Noozie, Smiles and Old Pals.

Miscellaneous
Weekly House Plans; Classified Promotion Series; and The Adroute, a syndicate house organ.

Proofs, prices and sample mats with pleasure an request.

The International Syndicate
22 Years of Unfailing Feature Service
BALTIMORE, MARYLAND

Bright Spots In The Industrial Outlook

NO. 3

IN THIS series of instances of successful business effort which we are publishing week by week, one point stands out pre-eminently, viz., that it is upon the energy and activities of the individual manufacturer or merchant that a speedy return to prosperity and normal business conditions depends.

We see campaigns of various natures instituted by government or other agencies, campaigns urging people to buy, preaching optimism, assuring buyers that rock-bottom prices have been reached, and so forth, but these methods are quite useless as inducements to the public to spend money. The only way to accomplish this end is for each merchant and manufacturer individually to adopt energetic measures to convince his customers or prospects that on a basis of actual values it is to their interest to buy. In each case given below specially vigorous methods of selling of one kind or another have been employed to achieve the results mentioned and it is only by following a similar course that the individual merchant can do his own share in bringing back prosperity to the business world.

The McArthur Irwin Co., Paint manufacturers of Montreal, report that, although from 1914 to 1920 the production of all their lines was increased, their three factories have been kept working at full capacity during the whole of this year. Their special effort has been directed to increasing sales. The activity and enterprise of the factories has stimulated the dealer to more and better planned sales campaigns, and 1922 will see the productive capacity for some of their products doubled.

Hall Bros., Farm machinery manufacturers, St. Catherines, realized at the beginning of the year that if they wanted to maintain their business at its normal level it would be necessary to employ every sales method of which their organization was capable. Instead therefore of reducing their sales staff they increased it, thoroughly and systematically circularizing their territory. They followed this up by newspaper advertising and an energetic sales canvass. The result was that during the first part of the year business was not only up to that of 1920 but showed a 20 per cent. increase. A similar increase has been maintained during the latter months and bids fair to continue for the remainder of the year.

The Kayer Ellison Co., Montreal, representatives of the steel manufacturers of that name, have in the last three years doubled the number of their customers despite this being a period when there was much inertia to overcome. They explain this result by stating that they have not weakened their organization but have strengthened it, have brought their sales force up to a high state of efficiency, and have sought for new firms to add to their list in order that they might be able to take advantage of improved condition when they arrived.

Heintzman & Co., piano manufacturers of Toronto, show figures for the year that reflect the energetic sales methods adopted. Mr. Bender, the general manager states that, with one exception in which there was a small decrease, their sales for every month of this year are thousands of dollars ahead of the corresponding months of 1920, with October the biggest month of all.

The Palmolive Co., at the beginning of the year found that business was very poor and made a determined drive to increase it. A substantial appropriation was made in an effort to supplement the sales work and a considerable addition was made to the amount of advertising they ran. The result of these special measures is that the factory is now working night and day to turn out the work.

The Murray Kay Co., of Toronto, have fully maintained the returns of their business in actual dollars and cents at last year's figures, and owing to lower prices the actual amount of merchandise sold has been much greater. Mr. John O'Connor, the general manager, says "We are serving more customers than we did last year and some of our departments are away ahead of their record of last year. We have to work harder for our business but we are getting it."

You can send your sales message throughout Canada from Coast to Coast by means of the following MacLean publications all of which are members of the Audit Bureau of Circulations. Information regarding circulation, advertising rates and fields covered will be furnished on application.

The MacLean Publishing Co., Ltd. 143-153 University Ave. Toronto

Publishers of:-

The Financial Post	Bookseller and Stationer	Marine Engineering
Canadian Grocer	Canadian Machinery	Printer and Publisher
Hardware and Metal	Canadian Foundryman	Sanitary Engineer
Dry Goods Review	Druggists' Weekly	MacLean's Magazine
Men's Wear Review	Power House	Farmers' Magazine

Canadian Motor and Implement Trade Journal

Buyers' Guide

PRESSES AND OTHER EQUIPMENT

(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Miller & Richard, Toronto, Ont.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N.J.

RUBBER STAMP OUTFITS

Barton Mfg. Co., The, New York, N.Y.

SIGNS

National Sign Co., Toronto.

TINNING, ETC.

Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES

The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds—Wood, Brass or Lead.)
York, N. Y.
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

THREE-FOLD SERVICE

THE three great things necessary to the printing business are all given in the Franklin Service. These three are ADVERTISING SELLING PRICE

Thousands of printers—in large and small towns—say they simply cannot do without this service.

Better find out more about this three-fold service to-day.

PORTE PUBLISHING CO.
32 TEMPERANCE ST.
TORONTO, ONT.

TYPESETTING

Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES

Canadian Linotype, Ltd., Toronto.
Lanston Monotype Machine Co., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

PRESSES, ROTARY

Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

"REDUCOL"

Manton Bros., Toronto.

ROLLERS

Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON
ENGINEERS AND MACHINISTS
99 Mary St., Hamilton, Ont.

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now.*

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. OF CANADA
Montreal Toronto London Windsor

ARE YOU INQUISITIVE?

If not, do not pay any attention to this.

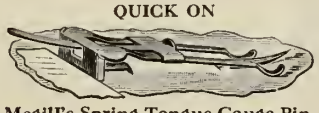
If you are, turn to page 60.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

"Must Have Them To-Day"

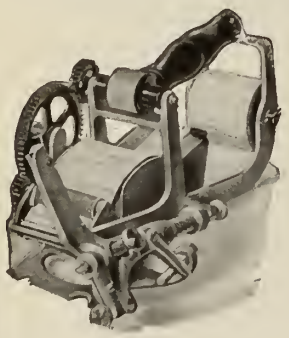
ELECTROTYPES—
STEREOTYPES

The best way to safeguard the quality of your rush orders is to phone us. Quality work, done rapidly!

Phone Ad. 1636 Also Long Distance Connections.

Toronto Electrotype and Stereotype Co., Limited
122 Adelaide Street W. TORONTO

THE
WING ALUMINUM MAILER



Let us tell you more about the label addressing system and the advantages gained by using the "WING."

Chauncey Wing's Sons
Greenfield, Mass., U.S.A.

METAL EDGING
(TINNING)
FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY
THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
Phone Adelaide 5547.
THE ONLY SPECIALTY OF ITS KIND IN CANADA
WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

RESULTS
That's what the advertisers get when they advertise in the SCOTT'S PRINTER AND PUBLISHER. It reaches the buyers in the
MIDDLE WEST, U.S.A.
Rates on application. Sample copies 20c.
Subscription $2.00 in United States
$2.20 in Canada.
Scott's Printer & Publisher
A. D. SCOTT, *Editor and Publisher*
LINCOLN, NEBRASKA

Why Don't You Write?
HARDLY a week passes that "Printer & Publisher" does not receive copies of this paper returned by the postal authorities because of the change in firm names or the address of some whose names are on the mailing list. Sometimes complaints reach us of the non-delivery of mail matter. It is not till the receipt of such complaints or the return of the paper, as the case may be, that we obtain any knowledge of the changes or removals of persons or firms. The adoption of the co-operative spirit on your part by notifying changes would make things a good deal more pleasant for both parties. The MacLean Publishing Co. want their mailing list to be in such shape that they will be able to render the perfect service to their subscribers. There is a lot of valuable trade matter mailed by this company and if you don't receive it—well, the fault is entirely yours.

Single Unit Cabinet
Capacity 100 8¾x13 Galleys

Challenge Galley Storage Systems
Perhaps the leak in the average composing room that is most easily stopped is the loss occasioned through haphazard or unsystematic methods of handling and storing standing pages and job forms.
Challenge Galley Storage Systems provide a most simple and inexpensive remedy. We say inexpensive, because the saving will more than cover the original cost in a short time. In every office some forms are kept standing, and the **Challenge** system of storage and indexing is equally applicable to ten or ten thousand galleys. The saving in pied forms alone will soon pay for it.
Challenge Pressed Steel Galleys, the single-piece, all-purpose steel galleys, are made in all standard job, news and mailing sizes, including newspaper sizes, 13-ems plus 1-point and 26½-ems plus 2-points.
Write Us or any Supply Dealer for Literature.
The Challenge Machinery Co. Grand Haven, Mich.
NEW YORK CHICAGO

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutters and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. **Easy Operation**—Being perfectly balanced and free from all superfluous iron, the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. **Durability**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. **Strength**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. **Noiseless**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. **Cost**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

M. F. & S. C. BOOK PAPERS

SALEM BOOK M. F.

Reams	11½ cts. per lb.
500 lbs.	11 cts. per lb.
Ton	10½ cts. per lb.
24½ x 36½	37½ lb.
25 x 38	40, 50, 60 lb.
28 x 42	49½, 62 lb.

BEDFORD BOOK S. C.

Reams	12 cts. per lb.
500 lbs.	11½ cts. per lb.
Ton	11 cts. per lb.
25 x 38	40, 50, 60 lb.
28 x 42	49½, 62 lb.

CHELTENHAM BOOK M. F.

Reams	12¼ cts. per lb.
500 lbs.	11 3-4 cts. per lb.
Ton	11¼ cts. per lb.
25 x 38	40, 50, 60 lb.
28 x 42	49½, 62 lb.

MERIT BOOK S. C.

Reams	12¾ cts. per lb.
500 lbs.	12¼ cts. per lb.
Ton	11¾ cts. per lb.
25 x 38	40, 50, 60 lb.
28 x 42	40½, 62 lb.

Write for samples of the above,
Also send for our November price-list

WHYTE PAPER CO., LIMITED
55 BAY STREET, - TORONTO

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"for better printing"

MADE IN CANADA

NEWS INK

for Cylinder Flat Bed, Duplex or Rotary Presses

We are now making pre-war standard quality of news ink.

Prompt shipment in any quantity

ROLLERS, PADDING GUMS, DRYERS, VARNISHES, LITHOGRAPHING AND TYPE INKS

MAIL YOUR ORDERS

CANADA PRINTING INK CO.

LIMITED

15 Duncan Street, Toronto

ISITORS at the printing trade conventions and exhibitions this year have been amazed at the quality of work shown in the exhibits of Linotype Typography. They have realized as never before the high place the Linotype has won for itself in the book and job field as the means of combining economy and speed in production with a typographic quality equaled only by the best hand-composition.

Linotype Typography is more than a mere trade name. It is a complete typographic system, founded on sound artistic principles and offering to craftsman and master printer alike the medium in which each can express his skill and intelligence to the best advantage. It is the one system that gives the printer the complete typographic equipment he needs with the maximum of economy in its production.

TYPOGRAPHY

CANADIAN LINOTYPE LIMITED

68 Temperance Street, Toronto, Canada

This advertisement is composed entirely of LINOTYPE *material*

Volume 30, Number 12

December ISSUE

Toronto, Canada, 1921

THE CANADIAN PRINTER & PUBLISHER

THAT this Christmas will be a very happy one to all advertisers, readers, and friends, is the sincere and earnest wish of the Canadian Printer & Publisher.

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

Art Photo Book

Enables Canadian Printers to Practice True Paper Economy

ONE of the most valuable services a printer can render to his customer is to recommend to him a paper he can always rely upon—a paper dependable in quality, strength, weight, cleanness, a paper that is moderately priced.

Art Photo Book is a paper the printer can unhesitatingly recommend.

Prominent printers who are using Art Photo Book say they like it, not only because of its price, but for its uniformity of finish, good printing service, strength, color and rare BULKING qualities.

A notable feature of Art Photo Book is its adaptability to color printing — neither curls nor stretches. For half-tone work there is no book paper can serve the pressman to better advantage in bringing out the various lights and shades. The finest half-tone screens can be used to perfection.

Stocked in all sizes and weights.

Send for Samples

CANADA PAPER CO. LIMITED

TORONTO *MONTREAL* *WINDSOR MILLS, P. Q.*

Barkwell Paper Co., Winnipeg, Western Agents

May Your Christmas Be a Merry One

Then may you start the new year happy in the thought that 1922 will see the printing industry and every other industry in Canada, established on a firmer and better foundation than ever before.

And may we take this opportunity of expressing to those who have honored us with their valued patronage throughout the closing year, our full appreciation.

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED
TORONTO, CANADA

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

STEEL GOODS
HAMILTON
WOOD GOODS

A COSMIC LAW

Order has been termed Heaven's first law, and it is undoubtedly the chief factor of efficiency in every activity of human life. It conserves energy, promotes happiness, eliminates destructive frictions and wasteful delays. In so far as you conform to the demands of this universal law all desirable things will be added unto you. —*Spencer.*

No. 3637
Our Monotype Keyboard Operator's Cabinet. Glass top; copy drawer; compartments for key banks, empty spools, space drums, keyboard paper, extra parts, etc. Under the glass top may be placed the various working Charts and Tables. Handy, because the height is correct for operator seated at machine.

Hamilton Goods are designed to help you toward success.
Write for details and prices.

The Hamilton Manufacturing Company

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

Greeting

Once More a Merry Christmas and a Happy New Year

and a little reminder that we will endeavor to serve you in 1922 with the same efficiency that has characterized our efforts during the year now coming to a close.

Sinclair, Valentine & Hoops

LIMITED

Winnipeg Montreal

Head Office : 227-233 Richmond Street West, Toronto
Roller Dept. : 74-78 Nelson Street, Toronto

Every Printer Knows UPM

what makes presses deliver paper like this

The Chapman Electric Neutralizer

makes presses deliver paper like this.

Cold weather means the heart-breaking troubles caused by static electricity. We guarantee 100% relief with the Chapman Electric Neutralizer.

The only known means by which static electricity is entirely eliminated, regardless of climate, season or temperature.

More than 7000 presses equipped. Let us give you the names of some of the users.

UNITED PRINTING MACHINERY COMPANY

83 Broad St. BOSTON

38 Park Row NEW YORK

604 Fisher Bldg. CHICAGO

COMPLETE

TRADE COMPOSING-ROOM SERVICE

TRADE PLANTS offering complete composing-room service have bought 256 Monotype machines during the last eighteen months.

GONE forever is the day of mere trade typesetting. It fails to offer a reasonable profit to the trade plant because every expense is loaded upon one operation. The utmost efficiency cannot cover idle time. Its singleness of product—the handicap of the plant itself—is also its weakness in point of service to the printer.

THE most successful trade plants today are those whose service and equipment rank them with the finest composing rooms of the country. Their standing is established by the completeness of their service; their profit is assured by the flexibility of their equipment; and this combination puts their selling on a true scientific basis.

LANSTON MONOTYPE MACHINE COMPANY

Creators of Non-Distribution Equipment

PHILADELPHIA

340 This advertisement is one of a series, and is part of our campaign of Trade Plant Co-operation.

Christmas Greetings and Best Wishes for Prosperity in the New Year

We wish to take this occasion to express the deep gratitude we hold for the printers of Canada, who have made 1921 a year of satisfactory business in both our Toronto and Hamilton warehouses.

Yours for service in 1922!

UNITED PAPER MILLS, LIMITED
TORONTO AND HAMILTON

BINDERY MACHINERY AND SUPPLIES

The complete line—everything you need for your bindery

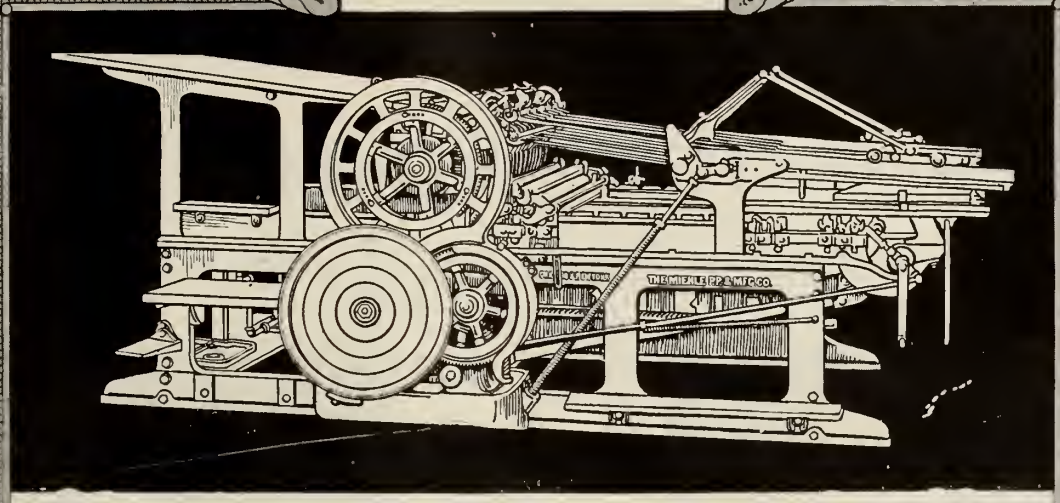
Bindery Machinery—

We have the right machine for every phase of bookbinding work—cutters, folders, stitchers, punches, perforators, and numerous other smaller machines. To give you a thoroughly complete line is our aim. You can get your order promptly filled by us for any type of bindery machinery, and every machine is made by firms whose names are a guarantee of the highest quality. We offer our customers only the best. Years of experience have taught us your needs and, with new and greater facilities both for carrying stock and for distribution, we can offer you the best in bindery machinery, quick shipment, a full line of parts and expert erection and inspection. Send for literature on bindery machinery.

THE J. L. MORRISON CO.

445-447 King Street, West - Toronto, Ontario

The Miehle



SURPLUS EARNINGS

THE Miehle will return the full normal profit on the investment from the first day of its installation.

And it will do more than this. By reason of its convenience, its speed, its all 'round efficiency, it will earn a surplus, sufficient to repay its original cost within a few years.

These surplus earnings result from greater economy of operation for any given period, and greater production in the same period.

The Miehle is always ready to deliver quality or quantity or both. Its practical perfection has made it the standard press of its class.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1216 Monadnock Block. PHILADELPHIA, PA., Stephen Girard Bldg. BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. DALLAS, TEX., 611 Deere Bldg. SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

LUCKETT'S STERLING LINE

Announcing a change in firm name

FROM

Luckett Loose Leaf, Limited

TO

Vawter-Luckett, Limited

Frank M. Vawter

Our Principals

James S. Luckett

F. M. VAWTER—For twenty-eight years head of the manufacturing plants of the Baker-Vawter Company, of Benton Harbor, Michigan, and Holyoke, Mass., the originators of Loose Leaf and to-day the LEADERS in the production of QUALITY Loose Leaf and Filing Equipment. This former connection eminently fits Mr. Vawter for the part he will play in our new organization—the entire responsibility for production.

J. S. LUCKETT—The organizer and builder of the Luckett Loose Leaf, Limited. He is personally known by the trade from coast to coast and is intimately familiar with Loose Leaf conditions as applying to the trade. He is responsible for the introduction of LUCKETT'S STERLING line which is so well and favorably known. This experience and detailed knowledge of trade requirements fits him particularly for his part in the new company—the sales organization.

OUR PLANS

The experience of our two principals together with the loyal and efficient organization speaks for the immediate advancement of the new company to the advantage of the trade. Our new illustrated catalog is now on the press. We plan new and improved machinery and equipment. We expect to produce for the trade a still better and broader line.

OUR POLICY

Our selling policy will remain the same—**positively no sales to consumers**—no one outside the trade is big enough to buy direct. We purpose in the future as in the past to give every man full value and a square deal in every transaction.

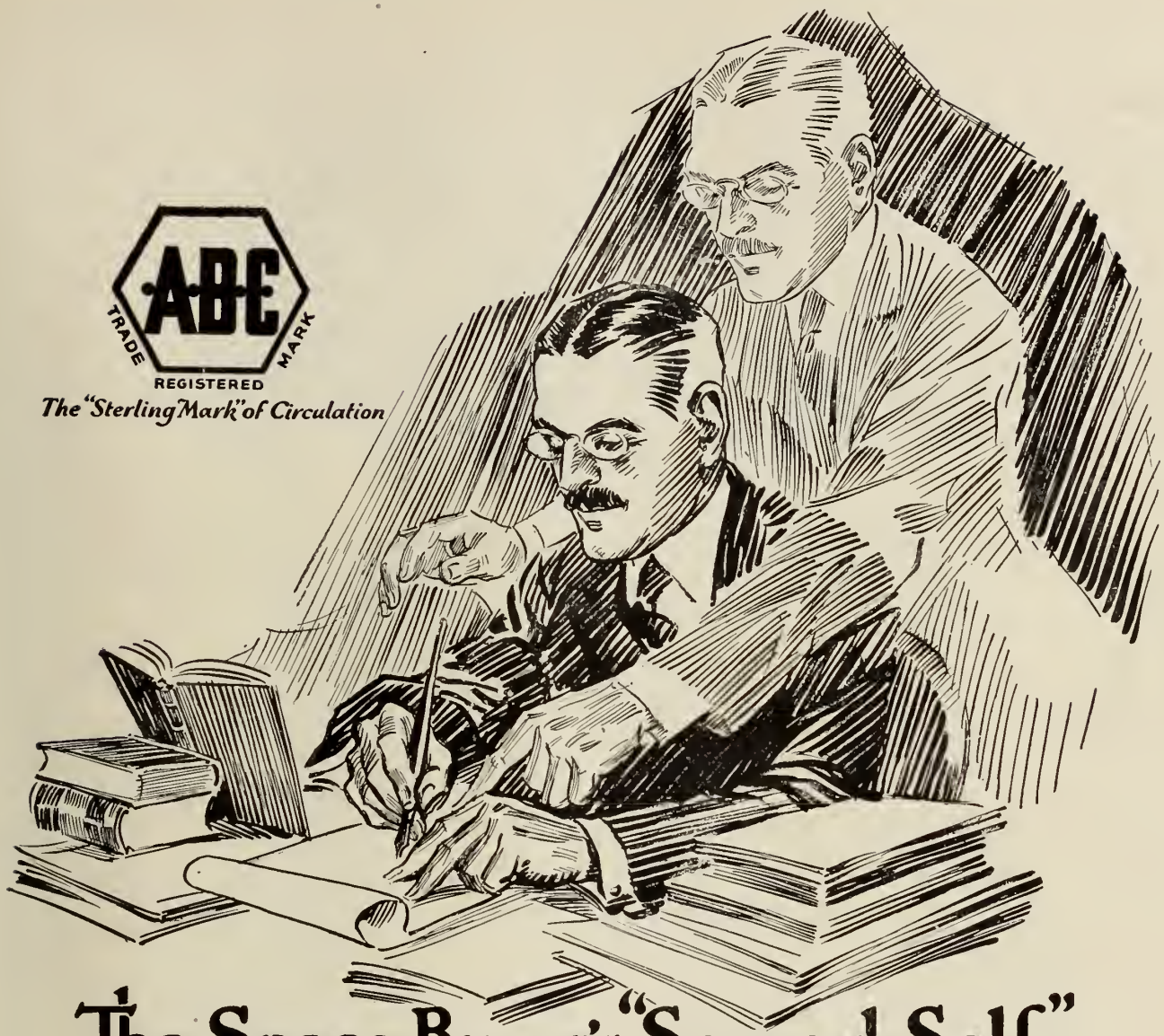
An Independent Canadian Company

Vawter-Luckett Limited

Successors to Luckett Loose Leaf, Limited

Toronto, Ontario

Eastern Representative: C. C. LIVESAY, 207 St. James St., Montreal



A.B.C. TRADE MARK REGISTERED

The "Sterling Mark" of Circulation

The Space-Buyer's "Second Self"

Certain it is, that, supplied with A. B. C. Reports, the space-buyer becomes a dual personality—two men.

There is always at his elbow—at his beck and call—a second self, armed with the most precious information concerning Newspapers, Magazines, Farm Papers and Business Publications.

No space-buyer or advertiser can possibly keep in personal touch with the thousand varying conditions in every center or corner of the United States and Canada.

To do so through his personal representatives would be equally impractical for financial reasons.

But the A. B. C. accomplishes this gigantic task thoroughly, promptly and at a cost that is trifling to both publisher and advertiser.

It is the thoughtful, measured, always-sure word of advice in the space-buyer's ear—day in, day out.

For further information apply to

Audit Bureau of Circulation

202 South State Street · Chicago ·· 152 West 42nd Street

"This advertisement is one of the series appearing in national trade papers to enhance the v to publishers"

The Importance of Profits

Whether a printing firm does a business of $9,000 a year or $900,000, *percentage of profit* made is far more important than *volume*.

Every job that goes through your printing plant should pay a profit that is fair both to you and to your customer.

If you fail to get this just profit, no matter what your **volume** of business may be, you are helping build another's business, in greater or less degree, at the expense of your own.

There is just one way to be sure always of a consistent price and a fair profit. Use the **Typothetae Standard Guide** as a basis for figuring on all kinds of printing.

Based on actual production data and on the industry's records of production costs and productive efficiency, this is the one **authoritative** Guide for estimating and determining rates of production.

By its use, any printer can readily arrive at the cost of any job, with the sure knowledge that his quotation will be fair both to himself and to the buyer.

The Standard Guide will be furnished to any printer at the nominal cost of **$20.00.**

Semi-Monthly Revision Service, which keeps the Standard Guide **always** correct and up-to-date, is furnished at $10.00 a year—$30.00 in all for the first year, and each year thereafter, only **$10.00.**

In ordering, or for further information, address

United Typothetae of America

608 S. Dearborn St. **Chicago, Illinois**

A Merry Christmas and a Prosperous New Year

To our customers and friends we extend our sincere greetings in appreciation of valued patronage, which makes possible our claim: 95% of Canadian printers use

Imperial LINOTYPE MONOTYPE INTERTYPE

Canada Metal Co., Ltd.

TORONTO

Hamilton, Montreal, Winnipeg, Vancouver.

Our New Home!

Where we will be located after January 1st, 1922.

We have over three times the floor space that we had in our York Street premises *and intend carrying* larger, additional and most complete stocks of the many different lines we handle in

Printers', Bookbinders' and Paper Box Makers' Supplies

WE take this opportunity of thanking our many customers for past favors and trust that, with our increased facilities for service, we may look for even a larger share of their orders.

Our various Departments are entirely at your disposal. All requests for samples and quotations will be welcomed and receive immediate attention.

The WILSON-MUNROE CO., Limited
18-20 Duncan Street, Toronto

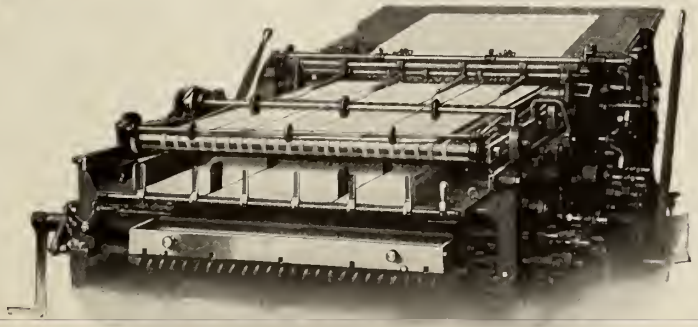
What a printing press will do and what it costs to do it are, and always have been, the tests of its real worth

Do you Mr. Printer appreciate the worth of the Universal Equipment Babcock and its Automatic Printed-side-up Delivery, when figuring the hour cost of cylinder press work?

"Our best Advertisements are not printed; They Print"

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

MAIN OFFICE AND FACTORY: NEW LONDON, CONN.
NEW YORK OFFICE: 38 PARK ROW
Canadian Agents: MILLER & RICHARD, TORONTO.



BABCOCK

Here is shown a corner of a loft. Hanging sheets are examined from time to time.
No. 9 of a Series.

"From Rags to Writing Paper"

The Lofts. A good paper, before it can fulfil its mission, must be thoroughly "seasoned." No process has yet superseded the method of "loft drying." As the sheets hang in a steam heat of prescribed temperature, the paper is allowed to dry slowly and season properly, giving it a crispness and life not equalled by any quicker means.

Write for Brochure of manufacturing illustrations—"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company, Limited

MONTREAL

MILLS AT ST. JEROME, P.Q.,
AND MONT ROLLAND, P.Q.

Makers since 1882 of Superfine Linen Record and other High Grade Papers

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXX. TORONTO, DECEMBER, 1921 Number 12

National or International Unions—Which?

Organized Printers of Canada Should Manage Their Own Affairs, Lest They Lose All!

By ROLAND LAMBETH

THE ACTION of any American labor organization in launching a general strike in any particular line of industry, however ill-advised or lacking in judgment such action might be, would not, perhaps, attract more than passing interest in this country were it not for the fact that, as in the case of the commercial printers' strike for a forty-four hour work week, Canadian workmen are frequently compelled willy-nilly to trail along with the procession regardless of what such action may cost themselves or their employers. Even at that I doubt very much whether the present conflict between the master printers and their workmen would have achieved its present prominent place in the attention of the public generally had not a most important principle become the pivot of the whole situation.

Such ordinary and usually controversial questions as scale, hours of work, and working conditions generally have been crowded into the background—in Canada at any rate—and the struggle is now being concentrated against the return to open shop conditions throughout the country.

I have been a member of the International Typographical Union for a couple of decades. I worked at the trade in Toronto when the scale was less than ten dollars a week, and when open shop conditions prevailed throughout the country. I know what the open shop meant in those days. I know, too, what a long, hard pull it has been to reach the present state of well-organized unionism as exemplified in the closed shop, and it is a pretty safe assertion that if the destinies of organized Canadian printers were in the hands of men who have perforce travelled that trail the principle of the closed shop would never have been jeopardized as seriously as it has been by the present strike.

That there is grave danger of a return to open shop conditions is a certainty, scouted or denied only by those who ill-advisedly for any one of a variety of reasons refuse to accept facts as they exist or to analyze the situation impartially, and if the employing printers of Canada succeed in establishing open shop conditions throughout Canada, in all fairness it must be admitted that the Canadian members of the International Typographical Union have no one but themselves to blame. There was very little, if any, dissatisfaction among the printers of Canada over conditions as they existed prior to May first last; there was absolutely no general agitation for a shorter work week, and by no conceivable stretch of the imagination can one find anything approaching a reasonable justification for risking all that has been gained in a quarter of a century on a toss-up for a reduction of four hours in the work week. That is precisely what has taken place, and Canadians may glean as much consolation as may be had from the knowledge that they did not start the fireworks.

Merely the Tail of the Dog

LIKE all other so-called "internationals," the Canadian membership of the International Typographical Union constitutes merely the tail of the dog. The whole body is located south of the line, with the head at Indianapolis, and when the head wills it the tail must wag. Just now the master printers of Canada seem to have about the same notion as the small boy who, in reply to a question in a nature study class, facetiously informed his teacher that a dog's tail was useful to tie cans to, the only difference being that while the youngster was probably thinking of an old tomato can, the employing printers' tinware is labelled "open shop." Will they be able to establish a permanent connection? Any mere prophecy as to the final outcome of the strike would avail nothing and would probably make little or no impression. But cold facts are hard to dodge, and cannot be lightly set aside. And here are some pungent facts:

When the strike was called on May first between seven and eight thousand journeymen and apprentices were called out in Canada and the United States. A number of then existing agreements expired a few weeks later, so that by July there were eight thousand men out. Up to the time of the convention at Quebec in August the membership were frequently and regularly regaled with special strike bulletins, which were made up chiefly of lists of shops, towns and cities that had been signed up. These bulletins were very ambiguously worded in many instances, but nevertheless they left the general impression that the printers were winning in a walk, so to speak, and thus served to maintain the initial hopeful spirit of the membership, and were withal mighty good pre-convention propaganda. Since the convention, however, it is a strikingly significant fact that there have been no such bulletins and not a word from Indianapolis on the strike situation beyond a few meaningless generalities in the pages of the regular issues of the Typographical Journal, the official organ of the union.

Why this silence? The answer is not so very hard to find.

On July 25th, as above stated, there were 8,607 union men on strike, and notwithstanding all the elaborate and glowing reports of big successes achieved and bigger ones to follow, emanating from Indianapolis, there are still, at the time this article is written (November 21) no less than 8,543 men out—a gain (?) for the internationals in over four months of 64 in both Canada and the United

States. Not much wonder the bulletins have practically ceased, is it?

Indianapolis has invariably since the strike began endeavored to forestal any such disconcerting comparison as the above by claiming that while great gains were being made all over the country, expiring contracts in other places had a tendency to increase the number of men on strike and to keep the total number receiving strike benefits at about the same level. But to attempt to explain this infinitesimal gain by declaring that expiring contracts are sufficiently numerous to offset to such a great extent the large gains claimed is mere subterfuge, and can not be justified by facts.

There are 869 locals in the I.T.U. and to quote President McParland in one of his July statements: "Fifty-six unions have contracts extending beyond August 1, which do not contain provision for the forty-four hour week." The inference is obvious. If out of the total membership of 869 locals only eight thousand odd were out on strike by the latter part of July, the percentage of the membership of the remaining fifty-six locals which might reasonably be expected to join the ranks of the strikers when their agreements expired on August 1, would not be great enough to offset to any appreciable degree the tremendous gains which the Indianapolis officials claim have been realized by substantial victories in other places.

Again, in August, President McParland's monthly letter stated that ". . . . we may look for an increase in business immediately after Labor Day, and with that taking place there is no doubt but that a great many employers now holding off will see the necessity of starting their plants with the competent men and women whom only we can supply." Labor Day has come and gone long since. The printing industry is beginning to experience the first ripples of what promises to be a fairly brisk Christmas trade—and the number of men on strike is only 64 less than it was more than four months ago.

Have Lost Control of Situation

NO MATTER how reluctant Canadian members of the I.T.U. may be to admit the truth of the situation, these facts bring home to everyone in a startling and forceful manner the indisputable fact that the American organization has lost control of the situation and cannot finish the job it commenced on May first.

As previously stated, Canadian printers were never wildly enthusiastic over the movement for a shorter work week, and the sentiment of the Canadian public generally is certainly not behind it. If anyone doubts the accuracy of this statement all he needs do is look about him and he will find on every side ample corroboration. National periodicals and all other publications which are directly affected by the strike are coming to hand regularly and well up to standard as to quality. Not only are the printing establishments which produce these publications—which are necessarily the largest shops in the country—apparently getting along regardless of the strike, but they are managing to do it so easily that they have practically ceased to regard the settlement of the strike as something very greatly to be desired, with the inevitable result that negotiations between the employers and the strikers are at a standstill, and have been so for several weeks. The employers never would have attained the advantageous position in this respect which they now occupy, were it not for the fact that they have behind them a solid wall of popular sentiment, and the sooner Canadian printers realize this obvious fact the sooner will the present abortive strike come to an end.

That there were breakers ahead of the International Typographical Union, both in this country and the United States, has been apparent for quite a while to the more observant ones, many of whom were able to discern the writing on the wall as early as a decade ago. But the great majority of the membership were only too prone to scoff at any suggestion of impending disaster, and confidently believed that with its large membership and great reserves the union was unbeatable. No truer words were ever penned, however, than that, "A house divided against itself cannot stand," and if the I.T.U. comes to grief, which is now well within the range of possibility, it will not be so much because of the determined and sustained antagonism of the employers, but rather because the salaried officers of the union at Indianapolis have relegated the primal objectives and principles of the organization to a secondary place and have devoted their energies and the resources of the whole structure to an expensive internal warfare against the anti-administrationists. The city of Seattle was forever lost to the union years ago solely because of the utter lack of intelligent and concentrated direction on the part of the Indianapolis officials, and the city of Vancouver was practically off the books as a closed shop town long before the present strike was called, and for precisely the same reason.

Spread of Open Shop Plan

Nor are the two cities named the only ones in which the I.T.U. had lost its grip and where the principle of the closed shop was in serious danger of going by the boards. In a special bulletin issued from Indianapolis a few days before the vote on the 10 per cent. strike assessment was taken in May last, the executive council admitted that in several American cities, including such important points as Minneapolis and St. Paul, determined efforts were being made by the employers to return to the open shop plan—a circumstance enlarged upon to a very great extent at that time in an effort to stampede the membership into voting in favor of the special strike assessment.

There is no doubt at all but that in the various places referred to the situation was about as serious for the I.T.U. as the officials claimed, but it was noticeable at the time that they did not vouchsafe any intelligent reason for this desire on the part of employing printers at so many widely separated points to break away from the influence of the International Typographical Union after having operated their establishments for so many years on the closed shop plan. Instead, after quoting statements of the employers on the situation, the I.T.U. officials, with their usual lack of logic or tact, and running true to form, contented themselves with an hysterical declaration that it was, "Lies, lies—all lies." It is apparently just as true now as ever it was that, "Whom the gods wish to destroy they first make mad."

There are, however, very definite reasons for the attitude assumed by many employers, reasons so clear-cut and so important that they can be credited with being the primary cause of the present strike.

Factional Warfare in Union Ranks

WHILE many members of the I.T.U. have been unwilling to admit that the internal costly strife going on at Indianapolis was having any serious effect on the stability and strength of the organization, the employers have been much more far-sighted and realized that the persistent factional warfare going on within the ranks of the union was the very thing that was sure sooner or later to prove its Waterloo, and this knowledge was bound to weigh considerably in their negotiations with the union men. It could not do otherwise, and it was this influence more than anything else that brought home to the intelligence of the I.T.U. executive council the unpleasant fact that they were losing their grip—that they were not only themselves slipping, but that the whole organization was likely to be plunged into oblivion unless the two opposing factions within the union could be united and harmony could be restored.

How was this very desirable end to be accomplished? Nothing on earth will as well serve to hold together a body or group of men with mutual interests at stake as the knowledge of impending danger. In the case of

the I.T.U. the ailment was of long duration and the remedy would require to be drastic.

The biggest event in the history of the union was without doubt the winning of the eight-hour day. It had served at the time to solidify divergent influences within the ranks of the organization, and a similar remedy might reasonably be expected to effect a cure in the present case. Here we have the real bed-rock motive which culminated in the present conflict. It was a political expedient pure and simple, and as such will meet the fate which it so justly deserves, as far as it concerns Canada at any rate.

The ruckus was scheduled to break two years ago, but action was deferred because of unfavorable conditions and circumstances arising out of the war, and was then definitely shelved to May first, 1921, by which time it was hoped the general situation throughout the country would be more favorable. When the specified date arrived, however, the country was in the midst of a general business depression not equalled on this continent since the early nineties, but the unexpected election of a president of anti-administration sympathies, and an obvious determination on his part to throw a monkey wrench into the political machinery of the administration, forced a climax and the strike was called last May. Instead of proving to be the political masterstroke anticipated, however, it is rapidly becoming a veritable boomerang.

The present demand for a shorter work week by the International Typographical Union is merely the result of a deeply laid political plot, conceived nearly five years ago and assiduously cultivated and developed ever since, the chief object of which is to retrieve the lost prestige and influence of the small group of autocrats at Indianapolis, who have held the affairs of the union in the hollow of their hands for years and who manifestly place a greater value on their jobs and their own political aggrandisement than they do on the interests of the organization as a whole, and it is merely as a matter of self-interest and in obedience to nature's first law that Canadian printers should extricate themselves from the whole affair.

Passing of Alleged Internationalism

AS SUGGESTED in the opening paragraph of this article, the controversy between the Canadian printers and their employers, which has been going on since May first, can only be regarded as a matter of general public interest and of special concern to the Canadian people as a whole because it is not only a direct result of—but as well presages the passing of—the existing system of alleged "internationalism" among labor organizations and is at the same time fairly illustrative of the manner in which that system exerts an injurious effect not only on the industries immediately concerned, but upon the Canadian members of such unions.

In the present instance an important Canadian industry is more or less disorganized and the ranks of Canadian unemployed—already of alarming proportions—are being swelled solely by reason of the fact that four or five paid officials of an American union are endeavoring to enhance their political position by staging what they fondly hoped would prove to be something in the nature of a coup d'etat.

Not only is the demand for a shorter work week devoid of any semblance of justice or fair reasoning, and altogether uncalled for and unsought for in Canada, but it has precipitated a situation in this country that cannot but be detrimental to both employers and employees, particularly since it has happened at a time when the nation is passing through the most critical transition period of its time.

The strike—if one can really describe the present situation by the use of that term—is costing Canadian printers close to a hundred thousand dollars a month in special strike assessments, to which must be added the difference between the strike benefits received by workmen in this country and what the struck men would receive from their employers were they back on their jobs. In strike assessments alone they are paying into the coffers of the American union more than two dollars for each dollar received, for which they are receiving absolutely no return.

The strike is also costing one of the greatest assets the workmen possessed, an asset, by the way, which, more than any other factor, enabled Canadian organized printers to attain the enviable position which they held prior to May first in the estimation of the general public. It is costing them every semblance of prestige they held with the people of Canada, who have generally regarded the Typographical Union as one of the highest types of labor organizations, and when any controversy has arisen in the past between employer and employee the union men as a rule have been rather well supported by popular public sentiment. The present fiasco, however, has brought home to the Canadian public, more vividly and more emphatically than anything else could have done, the disconcerting fact that the Canadian membership of the I.T.U. is merely the tail of the kite, that the control is held entirely in the United States, and that in this respect the printers' union is typical of nearly all other labor organizations in Canada. Canadians could be sympathetic with the reasonable ambitions of a Canadian union, but when it is revealed that Canadian workmen in any line of industry are simply the minority members of an American organization, it quickly becomes a very different matter.

The determination of the employers to operate their establishments in future on the open shop plan amounts to a refusal on their part to man their shops from the ranks of a foreign union, and their attitude in this respect, as far as the general public is concerned, is entirely logical. The fact that they have been able to maintain this position for nearly six months is ample evidence that the position they have assumed and the stand they have taken has struck a responsive chord not alone in the sympathy of the public but in the minds of a lot of printers as well. Otherwise the printers would have won the strike long ago.

Canadian Printers Heavy Losers

NOT ONLY are Canadian printers losing hundreds of thousands of dollars—dollars which their families and the country need sorely at this time—not only are they losing all the prestige and favorable sentiment which was theirs—but they are bound inevitably to lose everything that has been gained in the past twenty-five years, including the closed shop. Whether or not there was a definite open shop campaign planned by industries generally before May first, the loss of this strike, if persisted in much longer, will certainly precipitate such a movement.

The logical and sensible policy for Canadian printers to adopt is to follow the lead of the Canadian Brotherhood of Railway Employees, insist on establishing their own identity and managing their own affairs; in short, to break away from their foreign affiliations and stand on their own feet, and if the present strike, however unnecessary and uncalled for it may be, results in a movement towards national unionism, it will not have been altogether in vain.

There is no sane reason why some workable method could not be established for mutual recognition of Canadian and American union cards, not only among printers but among all classes of organized workmen. To argue differently is just as inconsistent as it would be to maintain that our national affairs should be administered at Washington. The circumstances are parallel.

As straws indicate the direction of the wind, so the present controversy in the printing business may be regarded as something in the nature of a weather vane, indicating unmistakably to organized Canadian workmen generally that, unless they have sufficient perspicacity

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Plant Efficiency in Printing Industry

Common Sense in Applied Form

By J. L. PEPPER

COMMON sense is the solid base on which printing office efficiency is built. Efficiency is not system, You can systematize the most useless and wasteful methods. It is simply common sense—*applied.*

To effect economy of operation you must first know the hour costs of the different departments. Then reduce your hour costs to minute costs.

Make a minute the unit of economy in your plant. Employees should know the minute cost of their department. They should be taught how these minute costs are made up—what "overhead" means. How investment, rent light, heat, power, insurance, taxes, spoiled work, advertising department, direct expense, general expense, unproductive time, etc. besides wages enter into the making up of minute costs.

Education along this line is the foundation of getting started in operating an efficient printing plant. Employees will benefit as well as employer. They will realize the value of time and increase their production through becoming more efficient and saving heretofore wasted minutes. Consequently wages can be increased and the firm can better meet competition through having more efficient workmen, thus ensuring steady work for them.

Average Minute Costs

The following minute costs are a fair average taking into account the usual amount of unproductive time in each department. To find your actual minute cost divide the hour costs by sixty.

Hand, composing room	4 cents
The small platen presses	2 cents
The large platen presses	2½ cents
Pony cylinders	3½ cents
Medium cylinders	5 cents
Large cylinders	6½ cents
Cutting machines	3 cents
Folding machines	2¾ cents
Ruling machines	4 cents
Men's hand bindery	1½ cents
Girls' machine bindery	1½ cents
Girls' hand bindery	1 cent

How many compositors know that more than four cents a minute must be charged before a cent of profit is made? I venture to say that less than one per cent. of them do.

Do you not think it would be a good idea to let them know your costs—and to visualize it for them by the "cost per minute" idea?

The day of keeping costs away from employees should be over. Let me suggest some of the reasons why this should be.

It will very materially assist to keep employees on the job. They will know the true condition of affairs. That what you charge over actual costs—overhead added—is profit, not what you charge above wages, as most employees are of the opinion.

It will help the industry as a whole for the reason that workmen who start in business for themselves will realize the importance of cost keeping, and thereby become fair competitors. It will make employees realize that their wages can be raised and costs reduced only through increased production. It will bring you closer to your employees and make them realize the real value of time.

There are many methods of informing employees of hour and minute costs. As a suggestion, use a blackboard, placing on the left hand side the different items that enter into costs; across the top the different departments. Fill in the amounts each month from your Form 9-H sheet, making the minute costs conspicuous by the use of large or colored figures. Show your employees that idle time, and wasted minutes, make your costs go up. Teach them that saving minutes will help you get work for them to do.

The Value of Time

Make sure your executives understand clearly the value of time.

No matter how inefficiently a plant is operated—average executives, old methods and old equipment—a study of the value of a minute—with overhead added—is the foundation of saving time, improving executives, changing old methods to right systems, and old equipment to modern equipment.

You will find out yourself that you can make more money in these days of high costs and keen competition with the best there is in the three important matters—executives, methods and equipment. We should not be concerned so much about low proficiency among workmen. What is needed most to-day is efficient executives.

Good foremen will make the rank and file more efficient. It is the best way to teach employees to be better workmen. Train the foreman and superintendent.

Most of the printing plant foremen in Canada are "long" on some things, and very "short" on others. They are short on some of the vital things that make for economy of operation.

They haven't had an opportunity to study new methods and new labor-saving equipment. Their daily work has been filled with too much detail. Eliminate as much detail as possible from your foreman's work, and give him time to save you money through economy of operation.

The Need for Equipment

Place an old style composing room beside the most up-to-date modern composing room, and you would hardly know that they were the same department.

The hand composing room, although with the highest payroll, has been the neglected department as far as keeping it up-to-date is concerned.

During the past ten years I have had an exceptional opportunity to study the right kind of methods and equipment. In this time I have travelled over 50,000 miles, done work in more than 500 plants and talked to as many executives as well as thousands of workmen.

Time in the average composing room costs four cents a minute. Anything but the best should not be considered. Some composing rooms are operated as they were thirty years ago—when compositors worked for a dollar a day—when costs were less than one-half cent a minute instead of four cents.

One of the improvements in methods that has been given considerable attention of late years is the individual galley system of handling pages after made up.

First we had the wasteful system of stacking pages on mill-board, which is still used in many plants.

This was superseded by the use of letter-boards, where several jobs were placed on smooth boards, of various sizes, usually the size of a type case. This idea was also wrong.

The letter-board system is now superseded by the method of using an individual galley for every job.

This is a modern method.

This system will, in most offices, reduce the cost of handling pages at least thirty per cent. A good deal more is claimed for it. It is the right idea.

As I said before, good executives, modern equipment and methods, are the three important matters to be considered.

Laying Out the Work

We hear a lot about the need of first editing copy, laying out work for composition, lock-up and make-up, but we see very little of it practised.

This, of course, does not go to show that it is not advisable.

There is a position for the right layout man in nearly every printing plant in Canada, with no one to fill it.

The non-supply of men suitable for these jobs has caused writings on the subject to be more theoretical than practical.

"Plan the work, then work the plan," will hold good at any time—in any printing plant—because it is the application of common sense.

Present conditions in the average printing plant are well illustrated by the following example:

Taking a small 16-page booklet, I will endeavor to illustrate the wrong and right way of getting this job into page form.

The Wrong Method.—The foreman hands the copy to a machine operator with the measure and size of type marked on the copy.

The result: The 11 lines on the title-page which are set in 8-point, were not set on the machine with the rest of the type, which should have been done. Was composed by hand.

Continued headings (two lines) on pages 7 and 9 were not set on machine. Composed by hand.

Folios were not set with machine matter. Operator did not know how many pages the job was to make. Was only interested in setting all the copy he had in front of him.

The three lines on last page were not set on machine because the machine operator thought the hand compositor would set this larger than 8-point bold face. Had to be set by hand.

The machine operator put the wrong kind of a dash line between headings. He used his judgment, but his judgment was not typographically correct, and regular office style.

Time lost owing to mistakes—2 hours.

Time lost asking questions, and slowing down machine output owing to copy not being plainly marked as to style, indentions, etc., one-half hour. Total time lost, 2½ hours.

Right Method.—Copy is handed by foreman to layout man. None of the above mistakes occurred and 2½ hours is saved, minus the time taken to lay the job out, which should be not more than thirty minutes. On setting the display lines on the title page 15 minutes is saved, as the size and style of type is plainly marked, also proper spacing.

Instead of having four different kinds of type on title page, one style is used, thereby raising the standard of typographical design.

It is a practical and economical method to use one man to set the typographical standard for the plant, instead of having all your compositors using their idea of display. "Plan the work, then work the plan," is a modern method, which will effect economy of operation.

I am in favor of informing compositors of the estimated time. If it does not do anything else but educate estimators it will be well worth the trouble. But it will do more, it will educate the foreman as to the efficiency of his men, and it will show you the value of laying out all jobs before being given out.

What Constitutes Free Publicity?

A Diversity of Opinion Exists on This Subject

ONE OF THE discussions of interest to publishers at large which was introduced during C. N. N. and P. A. Convention in Toronto last month was that concerning "Free Publicity." The subject was opened by C. M. Ross, of H. Gagnier, Limited, Toronto, and B. T. Huston, of MacLean Publishing Company, Limited, replied.

It was during the reply that the real discussion of the subject took place. Mr. Huston said in his opening remarks:

"One can usually tell whether a paper secures its advertising on its merits or otherwise, from the editorial matter in connection with its advertisers. The paper that publishes the 'free puff' admits at once its inability to get its advertising on the practical character of the matter appearing in its news and editorial columns.

"The question as to what a 'free puff' is, is one on which there are many differences of opinion." He then read some extracts from what purported to be news matter in certain business papers and from the discussion that followed it was indicated that everybody did not agree as to whether the matter was legitimate news or otherwise.

One of these clippings was as follows: "In a conversation recently with our representative, Mr. Blank, Manager of the Branch Company, Limited, stated that they had recently opened a new branch at ———. This branch is under the supervision of Mr. ———. From all reports the new branch is doing a fine business and things look unusually bright for a continuance of the same. We might mention in this connection that Mr. ——— has been a traveler in that territory and it is owing in a large measure to his connection there that the new undertaking has been enabled to make such rapid strides in such a short time. We wish the new branch a long continuation of its present gratifying success."

This, the speaker claimed, was a good sample of the "free puff" and should not have appeared in that form in any paper.

A number of similar extracts were read taken from a Canadian business paper, the majority of those present agreeing that they were "free puffs" and should not have appeared in the form in which they did.

Considerable discussion was created when the following item was read, taken from the New Goods Page of a business paper:

"The Red Cap Products, Limited, are marketing a new line of condensed food flavors under brand name of Red Cap. There are thirteen baking flavors, six soft drink, seven spice and three flavors for soup and seasoning. They are put up in collapsible tubes, each tube being packed in an individual carton with twelve cartons in a counter display box."

Mr. Huston stated that in his estimation this was straight news as there was no "free puff" in any part of it, each sentence being a statement of fact and because it dealt with a new product he claimed that it was a legitimate news item to pass on as information to the trade. Some maintained that it was a "free puff," but on a vote being taken, the majority thought that it should be considered as a news item.

Mr. Huston added: "In view of the fact that there is a difference of opinion as to what can be considered a news item and what not, it seems to me that it would be advisable if the Canadian National Newspapers and Periodicals Association took up this question, perhaps formed a committee to draw up a list of standards of practice to assist editors in writing and editing items of this character."

He also suggested that when a manufacturer desired to get matter into a paper, the representative, whether editorial or advertising, should secure the facts and prepare the news item himself rather than leave it to the party who was interested in getting it in. Usually when it was left to the latter, certain matter was sent in that could not possibly be used. This often became the basis for criticism and complaint on the part of the manufacturer afterwards.

National or International Unions

(Continued from Page 19.)

and moral strength to rise to the crest of the wave of independent and self-reliant Canadianism—born on the poppy-strewn fields of Flanders along with our newer Canadian nationhood they are bound inevitably to be carried into the backwaters, there to sink into oblivion as far as their influence on Canadian industrial life is concerned, or to be dashed to pieces against the rock called Open Shop.

Strengthening C. W. N. A. in the West

Meetings Held in Principal Cities of Prairie Provinces Were Well Attended

SUCCESS EQUAL to the greatest expectations attended the efforts of E. Roy Sayles in the course of his trip through Western Canada with the object of strengthening the C. W. N. A., the national organization of weekly publishers, in the three prairie provinces. Mr. Sayles, as manager of the Canadian Weekly Newspapers Association, attended conferences of publishers at Winnipeg, Regina, Saskatoon, Edmonton and Calgary. At Winnipeg Mr. Sayles was joined by V. C. French, of the Westaskiwin *Times*, president of the association.

"The meetings were entirely informal," said Mr. Sayles to the *Printer and Publisher* representative at the offices of the C. W. N. A. in Toronto. In each case the divisional chairman presided. At Winnipeg, J. A. McLachlan, Virden *Empire-Advance*, chairman for Manitoba, took charge. At Regina and Saskatoon, S. N. Wynn, Yorkton *Enterprise*, chairman for Saskatoon, presided and at Calgary and Edmonton, W. J. Huntingford, chairman for Alberta was in the chair.

A short report of the meetings at Winnipeg and Regina appeared in the November issue of *Printer and Publisher*. A very complete report of the meeting at Edmonton follows, which is typical of all the other meetings.

The Edmonton Meeting

Many were the problems discussed at the Northern Alberta press conference in the Macdonald Hotel, Edmonton, early last month when Mr. W. J. Huntingford, president of the Alberta division, presided, with Secretary L. D'Albertanson at his right hand. The morning session was given over to a round table discussion led by President Huntingford and the afternoon session was taken up by the addresses of the national president and the manager and the discussions on points raised. The delegates and railway visitors were guests at a luncheon given at noon by the Edmonton *Journal* and in the evening to a dinner by Mr. Riddell of the Canadian National Railways. An invitation was also given them by the Women's Press Clubs of Alberta and Saskatchewan to attend their convention on the following day.

It was carried unanimously that a recommendation be forwarded to the national committee that the annual convention be held in the east. The tentative scheme is to hold the convention at Ottawa early in June and after the meeting those desirous of doing so may go on to Halifax for pleasure. Alberta's slogan will be "Halifax for 1922."

That the two dollar rate should be maintained was the result of a discussion on subscriptions and costs. The secretary asked that members should send suggestions for the Alberta bulletin to him. Hearty votes of thanks were passed for courtesies extended. A special bulletin regarding tax sales advertising was distributed by the provincial secretary. The matter of a School of Journalism came up and was well received, the secretary being instructed to handle the matter. An interesting point about the difficulty of conducting papers in places of five hundred and under was raised in mentioning the competition of dailies through carrying country correspondence thereby causing some rural readers to cancel their subscriptions claiming the dailies give local as well as world news. This brought out the comment that the daily paper is becoming more rural every day and that the way to meet such competition was to excel in your own field as a publisher of local news.

Political Advertising Rates

Considerable difference of opinion existed as to just rates for political advertising, some claiming that ordinary transient rates should apply. Asked for arguments to justify a higher rate, President Huntingford stated that election advertising came in a busy time and frequently crowded out desirable news or necessitated a supplement, that its insertion might stigmatize the position of the editor and cause loss of good-will, that national campaign might swamp the local politician's efforts, and further that pay is sometimes uncertain. It was left to each individual to decide for himself and then stick by rates he fixes on his card.

Those present included Mr. V. C. French, *Times*, Wetaskiwin, Alta., President of the C. W. N. A.; Mr. E. Roy Sayles, Manager C. W. N. A., from Toronto; Mr. W. J. Huntingford, Wainwright *Star*, President Alberta division; Mr. L. D'Albertanson, Chauvin *Chronicle*, Secretary of Alberta division; and Messrs. Robert Smith, *The Advance*, Chinook; John A. Carswell, *The News*, Red Deer; A. L. Eastly, *The Sentinel*, Sedgewick; W. Worton, *Mercury*, Tofield; R. N. Whilans, *The Standard*, Peace River; H. G. Thunnel, *The News*, Viking; A. R. Ennis, *The Representative*, Leduc.

Splendid Addresses

"An essential factor in the growing life of a community is the country weekly," asserted Mr. V. C. French, President of the C. W. N. A., at a meeting of the Northern Alberta members at Edmonton in urging every editor present to do his bit in convincing the public of the very real value of his publication. "The expression of these sentiments in the columns of the paper will give it prestige," he maintained as he went on to show the value of faithful work in the publishing of a weekly paper. "Go to your exchanges, study them and note the differences individuality makes," he continued as he concluded the first part of a thoughtful address. He went on then to tell of the C. W. N. A. with a membership now of 520, which when it emerged from out of the old C. P. A. but two years ago, had neither office, members or cash. Amid the many class organizations of to-day it filled a need and results had justified its existence. Reviewing its work, he mentioned, saving the postal rate situation for the weeklies, securing war-time newsprint supplies, adoption special rate cards (most agencies respect standard cards), campaign re sub rates in bulletin, securing of increased rates for government advertising, abolition sales tax on job printing, arranging courses in journalism, splendid bulletin service. As a result of the campaign carried on in the bulletins against free publicity, this evil has been greatly minimized. In passing it was remarked that railway readers should not be considered in this class, being an exchange of courtesies. In closing he paid a compliment to Manager Sayles for the excellence of the bulletin service.

"Organization cannot be cheap to be of value—that is what is the matter with the newspapers, not enough value placed on them for the brains and effort expended," Manager Sayles told the delegates in asking them to visit their non-member friends and have them signed up. The initiation fee has been waived until the end of the year and after that the association is going to give more time to members and less to non-members. He referred to the sacrifices of the president and officers (for only the manager is paid), to the honor coming to Alberta's live division through the choice of President French, to the growth of Saskatchewan division with its many successful publishers in even very small towns, to the new idea of associated advertisers which would have agencies pay publisher full card rates and receive pay for services from the advertiser, and to the fact that an advertising agency after considering the specializing of advertising for weeklies alone had decided to continue its present policy of general advertising.

"The time is gone by when to the public we say, 'We need your support.' We must make our papers worthy of the district. If your product," continued Mr. Sayles, "is well edited, printed, folded and wrapped, your industry will take a prominent place in the community. Get your man out in the country, in the outpost, get good correspondents, visit the bounds of the district and do your best to serve your community." The tendency of the public is to value the editor as he demands," asserted the speaker, giving some apt illustrations. "You say you can't write editorials—if so you don't obey promptings that come from people you meet on the street, ideas awakened by

V. C. FRENCH

Publisher "The Times," Wetaskiwin, President Canadian Weekly Newspaper Association

things you see or promptings suggested by local conditions. Sincerity is the keynote today in newspaper work.

"Any agency will tell you that the best way to obtain advertising of a national type is to have plenty of local ads, showing the value of your paper as an advertising medium." Requests from agencies for missing copies for checking may be reduced by wrapping all agency papers separately, even if they go to the smae city. "If you wish to impress the agency have your paper well printed and the ads well set," continued Mr. Sayles as he pointed out the need for cleaning the rollers, caring for the press and covering the machinery when out of use.

"Some five hundred and thirty out of seven hundred and fifty newspapers in Canada use ready print," he said in referring to the importance of cost analysis contained in the annual report which showed that eight-page six-column country papers, half home print could scarcely be produced for the two dollar subscription. As a five cent drop in the price of newsprint is needed to make twenty five cents per year on a home-print paper, the facts disclosed by cost systems are strong arguments for the maintenance of the two dollar rate, which by the way scarcely means one cent per week for each member of the family. The cost of advertising space was also worth looking into as many papers still sell it at a loss. "In regard to job work, customers must get good work and should pay a fair price. A standard price establishes confidence and nine districts organized in Alberta form strong chains of offices. Get price lists printed, put them under glass on your counter and use them for it is a good way to do business." He then exhibited a chart showing the different standard schedules used as a basis for estimating job work, and with a few remarks on estimating, closed an address which was followed with interest and appreciation by all the delegates.

Edmonton Journal Tenders Banquet

Delegates at the Edmonton Press Convention were banqueted during their stay at the Macdonald Hotel. At noon on convention day, along with the representatives of the dailies and the railways, they were tendered a luncheon by the Edmonton *Journal* with Mr. John M. Imrie, Managing Director of the *Journal* as host. Mr. Imrie, as one time manager of the Canadian Press Association, was happy in greeting the weekly newspaper men and guests. President French saw in the occasion the spirit of co-operation and to the members of the C. W. N. A. he suggested a closer co-operation with the dailies and railways as all are working toward the development of this fair land. Provincial President Huntingford in tendering the thanks of the editors, expressed appreciation of the presence of the visitors from the railways and the daily press, closing his remarks by saying that such occasions as these were the only chances offered to meet as members of the newspaper fraternity. Mr. Sayles took the opportunity to pay the respects of the C. W. N. A. to the dailies for their co-operation in the West. Mr. F. E. Trautman, press representative of the C. P. R. also spoke briefly in humorous strain. The superintendent of the Edmonton, Dunvegan and British Columbia Railway, Mr. J. A. McGregor, quite cordially invited any member of the association to visit the Great Northland served by that railway. Mr. W. C. Riddell, advertising agent of the Canadian National Railways, as a one-time printer, made a few apt remarks about the value of press conventions to the editors.

A Second Banquet

In the evening the delegates were guests at a dinner given by Mr. W. C. Riddell, advertising agent of the Canadian National Railways. There were also present Messrs. John Imrie and C. J. Morrison of the Edmonton *Journal*, Mr. D. S. McRae of the Edmonton *Bulletin*, Messrs. J. Madill and R. W. Lett of the Canadian National Railways, and Mr. Trautman of the C. P. R. As host, Mr. Riddell said he was glad to meet the weekly newspaper editors as otherwise it was hard to see them while he might always meet the editors of the dailies when in the Alberta cities. Speaking of the co-operation of newspaper men in the up-building of the province, Mr. Imrie said: "The work of newspapers is highly competitive but in many things where we could draw together more efficiency and profit would result from co-operation." Messrs. Huntingford, Morrison, McRae and French also made brief speeches. Mr. Sayles was again called on and referring to the successful close of the tour of the West with its four conventions, said much of the success was due to the co-operation of the railways,—"It has always been freely given and freely have we received," he concluded.

Meeting in Calgary

Over twenty-five editors from Southern Alberta met in the Palliser Hotel, Calgary, to greet Mr. E. Roy Sayles of Toronto, Manager of the C. W. N. A., Mr. V. C. French of Wetaskiwin, president of the national organization, and discuss current problems of the weekly press. President French was in the chair and Mr. John MacKenzie, of Strathmore, acted as secretary of the meeting.

Reference was made to the death since last meeting of W. H. Hatcher of *The Redcliffe Review* on August 18th—Mr. E. L. Stone, previously running paper, now proprietor.

President Huntingford reported on his interview with Mr. J. H. Lamb of Edmonton, Deputy Minister of Municipal Affairs for Alberta, that Tax Sale notices must be printed and published either by pamphlet or newspaper.

The secretary was instructed to make enquiry re School of Journalism at Edmonton. The meeting favored trip to Halifax for 1922. It is proposed to hold various district meetings during the winter and President Huntingford

will attempt to make at least one visit to each during the season.

Carried unanimously, "That the two dollar subscription rate be rigidly adhered to is recommended by the National Subscription Committee."

Manager Sayles spoke for a couple of hours, giving a good line of information on cost of production and justifiable returns. President French outlined the work accomplished, aims worked on and ideals to strive for. Votes of thanks to the railways, hotel and speakers were passed.

Northern Ontario Press Organize

Following his trip through Western Canada, E. Roy Sayles journeyed to North Bay to effect an organization of the Northern Ontario Weekly Newspapers. The meeting took place at the Pacific Hotel on Friday, November 18th, with some twelve publishers on hand. It was the first meeting under C. W. N. A. auspices for the district.

J. S. Dick, *Parry Sound Star*, was elected president, with Miss Jean McGregor, *Gore Bay Recorder*, vice-president, and T. Ruebottom, *North Bay Times*, secretary. The publishers present decided to complete an organization of the district, to be known as the Northern Ontario District Press Association.

The $2 subscription rate was strongly advocated for weekly publications in the district. This subject, and advertising rates and job prices, engaged the attention of the meeting for most of the day, which was divided into two sessions. At the conclusion of the discussion on job printing prices, the secretary was instructed to issue a list to be sent to all publishers in the district.

Mr. Sayles reports that the meeting was successful in every respect. Thus another important advance has been made by the C.W.N.A. in its aspirations to cover Canada thoroughly as a national organization.

No Reduction in Rates

AT THE annual meeting of the Oxford County Press Association held recently at Woodstock, Ont., discussions pertaining to subscription rates and job printing prices claimed a lot of attention.

The job printing committee met in the forenoon and revised the job printing price list. New copies were ordered printed and sent to all publishers in the district.

In the matter of subscription rates, which at present is $1.50 with the weekly papers of the county, the publishers thought it was an inopportune time to go to the $2.00 rate. All, however, were unanimous in that there should be no reduction in subscription or advertising rates, as conditions prevail at present.

The matter of accepting the National Liberal-Conservative advertising was also discussed. Many of the members had turned down the contract on account of it not being in accordance with their rate card. One or two had accepted, overlooking the special clause on their cards, and regretted their action.

At the conclusion of the business and discussion on local matters, the gathering listened to an able address by Mr. A. R. Kennedy, editor of the London Advertiser, and late editor of Printer & Publisher. Mr. Kennedy dwelt entirely on matters pertaining to the welfare of the weekly publisher, and he handed out a host of valuable suggestions.

Those in attendance were: H. F. Johnson, chairman, The News, Tillsonburg; J. S. Winterburn, The Gazette, Norwich; L. Appal, The Gazette, Tavistock; W. Veale, The Tribune, Ingersoll; C. Monteith, The Express, Aylmer; H. B. Donly, The Reformer, Simcoe; A. R. Kennedy, The Advertiser, London; W. J. Taylor and P. Wilson, The Sentinel-Review, Woodstock.

The election of officers resulted in the return of those who officiated during the past year.

A Course in How to Read Newspapers Advocated

A COURSE in how to read the newspapers was advocated for students by Dr. W. A. Neilson, president of Smith's College, speaking before the Montreal Women's Club, November 29th. After enunciating his views on democracy and its connection with education, Dr. Neilson referred to a conception which he said existed in the minds of many that education was a part of the police forces of a nation. "Many people regard education as a guard to public safety," said he. However, this was a fallacy. As a matter of fact, public schools simply turned out students with power to read, a limited power to write, a knowledge of arithmetic, a little prejudiced history and some provincial geography. There was no effort to start them in the ways of straight thinking.

This was of prime importance, said Dr. Neilson. Young men and women should also be taught the fallacy of "that ancient superstition that all that was printed was true." They should be taught, not so much to suspect books as to suspect newspapers. The right kind of scepticism should be developed against the press. Newspapers were, after all, organs almost inevitably biased. No single problem in modern education was more important than this. There should be a course in how to read newspapers; how to partly disbelieve what they said; how to judge the proportion of falsehood in a newspaper article; how to distinguish the amount of falsehood in the heading, the perhaps lesser amount in the opening paragraph, and the perhaps still smaller amount in the body of the story; and, finally, how to discount the interest of the one who wrote, and the one who printed.

The public did not know, continued Dr. Neilson, how much matter was inspired. "Publicity" was a mild term to apply to it. An enormous amount of material was supplied ready-made by interested parties, who might, or might not, have laudable ends in view. The truth might be published, but certain features of it were exaggerated. It was unimaginable to what extent this was done. Opinions of all kinds were forced on the public, and the most dangerous feature was that these opinions, good or bad, masqueraded as news; propaganda presented as disinterested news.

Too few realized that nine-tenths of the public found most of their reading in daily newspapers, while most of the other tenth found it in weekly newspapers. There was an immediate need for a movement leading to a proper understanding of the daily press, for public safety lay in the clear thinking of the people.

At the opening of his address, Dr. Neilson stated that his views were founded on observations in the United States. In discussing democracy, he declared that he did not know the actual state of Canadian democracy. "I do not know whether you possess a democracy which has been modified, or checked, or, shall I say, thwarted, by the spirit of aristocracy from across the ocean; or whether you possess an aristocracy that has benefited from the democracy to the south of you."

Letters to the Press

Not the least of the functions assumed by the modern press and one which is growing in popularity and influence, is the opportunity which it gives to all citizens of expressing their opinions on subjects of public interest. There is probably no more interesting or widely read column in the press than that which is open to all its readers. Whether it is called the "Open Door," the "Editor's Letter Box," or "Vox Populi," use of this column is a privilege of which the public should "many times and oft" take advantage.—*Daily Nugget*, North Bay.

Good Goods and National Advertising

How a Tide of Loss was Turned Into a Tide of Profit

By F. R. TODD
Vice-President, John Deere Company, Moline, Ill., and Welland, Ont.

BROADLY speaking, the two great factors involved in the sale of goods are Quality and Price. One great merchandising house has well said that "Quality is remembered long after price is forgotten." Goods that are sold upon the basis of price alone rarely create for themselves a continuing good-will and are seldom "repeaters." The most substantial businesses are, therefore, based upon quality. Naturally, in quality goods, price is a factor to the extent that the customer is given his money's worth.

The sale of quality goods is a problem in which the advertiser is most deeply interested, for it is only in this field of merchandising that strong and continuing connections are created. The itinerant merchant is the one who sells upon price alone. He has no occasion to create goodwill, for he is not long in one place. The successful, continuing business, however, is founded upon the establishment of goodwill, always an important asset, and maintained largely because of the quality of the article sold.

No matter how successful an article may be, no matter how high its quality, nor how well it may be worth its purchase price, it cannot be permanently sold unless it is advertised. There is no one more susceptible to the quality idea than the American farmer, and it is in selling quality goods to the American farmer that I have devoted most of my time.

The complete line of successful marketing is:

1.—Good goods;

2.—National advertising;

3.—Retail dealers, properly stocked;

4.—The local newspaper carrying the dealer's advertisement and connecting him with the articles advertised.

Value of the Local Newspaper

GIVEN *suitable quality goods, proper national advertising and an effieient local dealer, there is still wanting a very important link in the merchandising chain; namely, the conneetion of the nationally advertised article with the store of the local dealer. This essential link is the local paper, which should always be availed of by the dealer, that he may eash in on national advertising. The owner of the local paper ean do mueh for himself in securing additional advertising, if he will keep watch of the goods that are advertised in farm papers, find out which of those are handled by his local dealer, and solieit that dealer to furnish the conneeting link through the columns of the local paper.*

Given quality goods, we next discuss, in our particular field of activity, the problem of national advertising.

In the implement industry the farm paper stands supreme, and I do not believe that I can better prove this point than by relating a chapter from my own experience:

The Kemp & Burpee Manufacturing Company, with which I was formerly associated, entered the business of manufacturing manure spreaders in 1878. They pioneered the introduction and development of this important farm tool. The company started business with a capital of $100,000. In 1900, after many years of effort in introducing this tool to the trade and educating farmers to its use, the company was faced with failure.

Up to this time little if any use was made of the farm press. The $100,000 with which the concern started had shrunk so that the only thing that prevented the business from being liquidated was the fact that the guarantors of the company's paper would not only have to lose the original investment, but make some additional contribution to pay its debts.

When conditions were at their worst, an advertising agency solicited our business, and made so persuasive an argument that, grasping at the last straw, we concluded to spend a few thousand dollars in the farm papers. About this time I became identified with the company as its sales manager, and found that the little advertising we had already started was commencing to produce results, and we sold, during that year, nearly one thousand machines.

This experience pointed the way to possible success, and each succeeding year we appropriated larger sums for use in the agricultural press, and our business continuously grew in about the same percentage that our advertising appropriations increased.

We sold out the business to Deere & Company in 1910 and for two years prior to that time had been selling upwards of ten thousand spreaders per year. From a financial standpoint the experiment was a success, as the company, without any additional investment, paid to its stock holders in dividends and in the distribution of the proceeds of the sale of its business, nearly three-quarters of a million dollars.

At the time of this sale, I entered the employ of Deere & Company, and became manager of the Marseilles Company, of East Moline, Illinois. This company was moved from Marseilles, Illinois, into a new factory building at East Moline, and manufactured corn shellers and grain elevators. To this production was added the Success Manure Spreader for western trade.

It was difficult to get the new plant under way. The plant was too large for the volume of business available. The picture of the first year's operation showed that the institution was losing money at the rate of about $10,000 per month. I concluded that something radical must be done and that the most important thing was to increase the volume of business so as to decrease the overhead. The manure spreader production for the trade served by the East Moline factory was running at the rate of about six thousand machines a year. This seemed the easiest place in which to increase volume.

Agricultural Press Turned The Tide

We were about to bring out a new machine, of somewhat different type, which we called the "John Deere." My experience at Syracuse had taught me that there was only one way to stem the tide, and that was through the help of the agricultural press. I immediately secured very largely increased advertising appropriations, and started a campaign for the sale of John Deere Spreaders. Within three months after this campaign was started the volume of business secured turned the tide from loss to profit, and during the first twelve months of this campaign the spreader volume was very largely increased, and the entire loss made by the company during the thirteen months of unsuccessful operation was regained, and in addition thereto a profit of over $100,000.

I know that these two instances will be of interest to you gentlemen, for they convey to you, more clearly than anything else I can say, the high regard in which I hold the farm press of the country. I do not believe that there is any institution in the implement business that is making a meritorious article and has manufacturing facilities to produce it upon a reasonably competitive basis, that cannot, through the proper use of the agricultural press, make reasonable profits.

I might further add that I believe that any wave of competitive price cutting can be so stemmed, through proper use of farm papers, that goods can be sold at a reasonable profit, even after the advertising expense has been added. As an example of this, I might cite that during one year of my experience with the Kemp & Burpee Manufacturing Company, two competitors, both very much larger than ourselves, entered into a price war on manure spreaders, during which time machines were sold at a loss and at fifteen to twenty dollars under our price. We met this situation by maintaining our price, which was a reasonable one, and doubling our advertising appropriation. While we suffered some little loss in trade during the particular time the fight was on, we still were able to continue business at a profit. Following this fight, when the concerns in question put their machines back upon a fair price basis, our trade nearly doubled.

Retail Dealers' Co-operation Necessary

No method of marketing quality goods can be complete without the retail dealer. The discriminating buyer likes to see an article before he buys it. He has confidence in his local merchant, and naturally turns to him for information. Without the local dealer having a suitable place of business, with adequate capital and suitably assorted stocks, quality merchandising, in the implement business at least, cannot be successfully conducted.

There is nothing more important to the success of the plan than that this local dealer should have a sample floor upon which, during the various selling seasons, can be displayed in proper working order, well assembled and adjusted, the goods that are in current demand. Many a well-thought-out plan of advertising quality goods has failed because of the lack of proper co-operation. An efficient sales organization is necessary, and in this organization the most important factor is the traveler, whose contact with the local dealer, if conducted upon the proper plane, is a necessary part of the chain of merchandising.

Value of the Local Newspaper

Given suitable quality goods, proper national advertising and an efficient local dealer, there is still wanting a very important link in the merchandising chain; namely, the connection of the nationally advertised article with the store of the local dealer. This essential link is the local paper, which should always be availed of by the dealer, that he may cash in on national advertising. The use of this local paper should be through special ads. prepared by the manufacturer. The dealer, lacking knowledge of the details of the national campaign, is not able to frame this advertisement in the proper way. Again, the national advertiser has experienced men, familiar with the goods and the plan of merchandising, who are much better able to prepare these ads than the local dealer.

Our experience has been that the very best way we can use this local medium is through prepared electrotypes, which we furnish our dealers, and which they, in turn, use in their local papers. We have found, during the recent business depression, that dealers are beginning to appreciate more than ever the value of advertising, and that the demand for their electrotypes has been increasing from month to month, until we are now sending out tens of thousands of them during each selling season.

The owner of the local paper can do much for himself in securing additional advertising, if he will keep watch of the goods that are advertised in farm papers, find out which of those are handled by his local dealer, and solicit that dealer to furnish the connecting link through the columns of the local paper.

The plan which we follow is to have our travelers enter into a contract with the local dealer, which provides that our electrotypes will be sent directly to the local paper editor for a certain number of issues during the year, the dealer paying the local paper for the advertising space and we furnishing the electrotypes free of charge. This service is so planned that advertisements covering seasonable goods are inserted in the local paper at the proper time without any further attention upon the part of the local dealer.

While I have referred particularly to the matter of farm merchandising and especially to the sale of implements, I believe that this same general plan is applicable to city merchandising in connection with articles that are more generally used in our populous centres.

It has been my privilege, through the application of the principles laid down here, and the various ramifications thereof, to see:

1.—A very small business grow to a volume of a million dollars a year;

2.—The business of a larger institution with which I became connected, increase from twenty million dollars a year to three times that amount.

From these many years of experience there is one outstanding thought in my mind—that any endeavor to market quality goods—any endeavor to build up a lasting good-will, is bound to prove a failure unless one of the factors in the plan is the liberal use of advertising columns of both the farm and local press.

Present-Day Business Conditions

Unfortunately, no plan of merchandising is adequate to maintain a satisfactory volume of business under the present abnormal business conditions, when, due to the unbalanced relationship of prices, the products of half of our population, the farming class, will purchase only fifty per cent of the normal amount of our factory products, and as the resumption of all normal business activity awaits the re-establishment of better price relations, I do not consider my mission complete unless I refer to the present demoralization of business and to what in my opinion, is the remedy for existing commercial evils. I am particularly prone to discuss these matters because of the great influence the press can have in accomplishing this remedy. I do not believe that I can better open this subject than by reading a letter which we received a few days since from a farmer at Culbertson, Nebraska:

"John Deere,

"Moline, Illinois.

"My dear sir,—I am a farmer, you are a manufacturer of some mighty good farm implements. Before the war I could buy your best farm wagon for $80, and all the rest of your implements, including the best team harness, for $55. Now these prices are almost, if not, three times as high as the price before the war, at least two and a half times as high. My corn is worth less than before the war, likewise nearly everything the farmer has to sell. You say that you are selling on less profit than before the war, which I do not dispute, but pray tell me how and when these prices are going to be adjusted so we can go ahead and buy the implements that we need. We farmers have a little money left from the high price period, but it will soon be gone, and then what?

"I need a wagon and my dealer wants the price of 650 bushels of corn, the same wagon I could buy with 200 bushels of corn, before the war. The harness man wants the price of a wagon load of hides for a No. 1 harness. I simply cannot see my way clear to buy wagon, harness or anything else that I can possibly manage to get along without. I wish you would have one of your

best posted men advise me when we are going to get back to normal conditions again. It looks serious to me."

Here is a farmer, not on a so-called buyers' strike, but endeavoring to the best of his ability to find a remedy for the impossible condition in which he is situated. He has the same number of acres that he had before the war; the sun shines in the same way; the rain falls in the same quantity; the soil is no richer; the production no greater; yet to buy a standard article for use upon his farm requires more than three times the number of units of crop that was necessary before the war. Manifestly, he has not enough bushels to go around.

An analysis of this situation develops the following facts:

The freight rate from Moline, Illinois, where we manufacture our farm wagons, to Culbertson, Nebraska, in August, 1914, was $1.37 a hundred. Today it is $2.32 a hundred, an increase of 95c, which, upon the twelve hundred pounds that the farm wagon weighs, means an added cost for transportation upon the wagon alone, of $11.40. The best estimate that we could make of the increased cost of transportation upon the materials that enter into the wagon is $20.00 more.

An investigation indicated that at the present price of corn and of the delivered wagon at Culbertson, Nebraska, the farmer was right in stating that 650 bushels of corn were required to buy the wagon.

In August, 1914, the freight rate on corn from Culbertson, Nebraska, to Chicago, was 24½c a hundred, or approximately 14c a bushel; today it is 47c a hundred, or approximately 26c per bushel, an increase of 12c a bushel for the transportation of the corn to the Chicago market. This increase, upon 650 bushels of corn, is $78.00. We, therefore, have the following figures:

Increase in cost of transportation to factory of materials necessary to make a wagon,	$20.00
Increase in cost of transportation of the wagon from Moline, Illinois, to Culbertson Nebraska	11.40
Increase in the cost of transportation of corn from Culbertson, Neb., to Chicago	78.00
Total	$109.40

In other words, the increased cost of transportation over pre-war conditions, involved in the purchase of a wagon by the Culbertson, Nebraska, farmer, is $29.40 more than the wagon cost that farmer delivered at Culbertson, Nebraska, in 1914.

Railroad Conditions

This is a typical picture of the condition in the United States. It is not as bad in Canada, for the reason that your freight rates have not advanced as much, but the situation in this country is not materially different from that which exists in the United States. Notwithstanding these facts, and the very high cost of transportation, the railroads are making no money. It is, therefore, patent that before the farmers of this and my own country can get back an adequate purchasing power to keep our plants running, there must be radical reductions in the cost of railroad operation or else the present business depression will continue indefinitely.

We have in our country, now unemployed, approximately five million men. The company which I represent has fourteen factories, all of which are closed down and which, under normal operation, employ ten thousand men. These men cannot be re-employed until the farmer's bushel will buy its accustomed proportion of the products of the factory. The farmer's products have been deflated. As far as he is concerned, the cost of living is back to a pre-war level. When the transportation cost of moving these products to market and the cost of handling the products after they get there, are reduced in the same proportion that they have been deflated on the farm, we shall again have established the proper relation between the prices of the products of the farm and those of the factory, but until this is done we cannot expect a resumption of prosperity.

How Deflation Will Be Brought About

The length of time required in this readjustment is going to be largely determined by the education of the public to the necessities of the case. When the public realizes that deflation in such important fields as those of railroad transportation, coal mining and the building trades, particularly, is absolutely essential to the employment of these millions of men, then the public will demand that this deflation occur. It is the business of you newspaper men to so widely distribute the facts that this public knowledge will be acquired in the very near future. If this is not accomplished, then the hardship, the failure, the bankruptcies that we are going to face are indeed appalling.

I have an abiding faith in the ability of the peoples of your country and of our own, to readjust these matters. We have just been through a world-wide war that has caused endless destruction of life and property and it takes us some time to emerge from its aftermath. Conditions are going to improve from day to day as our real troubles are better understood, and with the work of public enlightenment now being done and yet to be accomplished, particularly through the members of our press, I face the future with optimism, believing that the remedy is close at hand.

This address was given before the Convention of Advertising Affiliation at Hamilton last month.

When It Does Not Pay To Rise Too Far

It is irksome not to advance rapidly. It tries one's patience. It makes one sometimes feel discouraged. But the events of the last eighteen months have brought home to many that it is dangerous to rise too far, especially in abnormal times. What has happened in a great many concerns is this: During the boom period promotions were made pretty rapidly. Things moved so quickly and money was being made so easily that promotions and salary increases were not always scrutinized with care.

Then disaster came. Boards of directors ordered drastic retrenchment. In many instances outside experts were called in to recommend reorganization of forces. Their investigations revealed that certain men were drawing big salaries for doing comparatively little work and that these men often were not of calibre warranting the salaries received. When heads began to fall, the heads of such men were the first to drop. In a great many cases, their places were taken by assistants or others who had not basked in the favor of any higher-ups and who were doing a lot of work for relatively little money.

If a list could be compiled of the dismissals during the last year of men drawing salaries of from $10,000 to $50,000 a year, it would create a tremendous sensation.

During this same period not a few able, industrious, conscientious fellows have moved upwards to fill the places of those who rose too rapidly and too far. The law of compensation may often seem to us to operate heart-breakingly slowly, but it does operate. It is safer to be paid less than one is worth than more than one is worth. That's a thought worth keeping in mind.—Forbes Magazine.

Secretary Charles Wray, of the Toronto Printers' Educational Committee, is reported as having stated that he had received assurance from General Manager Cousens, of the Toronto Transportation Commission, that in future that body's printing work would be done in Toronto.

Importance of Small Town Field

General Advertisers Urged to Use Weekly Press

By LORNE A. EEDY, Publisher of the Walkerton Telescope

PSYCHOLOGISTS tell us that we interpret everything that comes to our attention in terms of our own personal experience. That is a fundamental law of human nature. And as we look around us we all see illustrations of this truth. The financial magnate, with his keen commercial training, is impressed with nothing so much as dollars and cents multiplied into huge figures. Similarly the metropolitan newspaper executive will measure the value and importance of a newspaper in terms of thousands of circulation. People are to him units of circulation, on thousandths of a thousand circulation, which is a commodity to be sold to advertisers. His training and experience tell him to interpret things so. Having spent some time myself in daily and trade newspaper work before becoming the publisher of a rural newspaper, I have seen a good deal to justify this conclusion.

A daily newspaper executive, well known throughout this country suggested to me what a good proposition it would be to get control of a string of half a dozen weekly newspapers, to run half a dozen sheets in as many towns and make a fortune. That might strike some of my hearers as a proposition worth considering. But to a country newspapermen like myself, my friend's suggestion indicated very clearly that he had not the first conception of what a local newspaper is or what it means to its constituency. He overlooked the fact that a prime necessity in the making of a local newspaper is that its publisher be a citizen of the town, closely identified with the life of the community and taking a keen interest in its well being. In other words, that personality is an important factor in the small town field. My friend, who thus misjudged the local newspaper audits place in the rural community is just another example that what the psychologists say is true. He interpreted the small town field in terms of his city experience. Were this man to put on a national advertising campaign he would overlook the importance of the local press because he measures all advertising proportions with a yard stick. The same truth applies to the advertising field. You cannot measure the small town field by big city standards or you will miss its importance and possibilities.

Each Have Their Respective Fields

Local newspapers to-day recognize that as newspapers they have a field all to themselves. We are not in competition with any other class of publications. Our best weeklies are publishing, outside of their editorial page, practically nothing but local news, local features, and advertisements (mostly local). Our news is not "world happenings" with display headings telling the latest scandals and the misfortunes of humanity, but the real news of the world, that of Mr. and Mrs. Common Folk and their family. A prominent manufacturer said to me: "We take three local newspapers and we read every word of them." Can the same be said of the metropolitan press with its oceans of syndicated features? The home town paper is not bought for a penny and carelessly thrown aside, but it is welcomed at every rural fireside like a dear and familiar friend, there to be eagerly studied by every member of the household.

The small town paper is gaining wider recognition to-day as a force that is helping to build up the rural community. And in thus serving his town and country the publisher is in active co-operation with the local merchants the members of the Board of Trade. These men see what the local paper is doing and they are already "sold" on its merits as an advertising medium. It is to local rather than to general advertising that the town weeklies are looking today. This fact can be easily illustrated.

The nearest small town to this city, as shown on our convention map, is Burlington, population about 2,000. I happen to have a copy here of last week's Burlington *Gazette*. You will see that it is bristling with live advertising. It contains 32 cols. of local display and not an inch of general advertising. The first small town in the other direction is Grimsby. The Grimsby *Independent's* prosperity is reflected in its advertising columns. A recent issue contained no less than 83 columns nearly all local. The Thamesville *Herald*, published in a village of 800 inhabitants not far from here had 100 columns of local display in a recent special issue. The Oshawa *Reformer*, a member of our association, had 221 columns of ads. in a recent shopping edition. The St. Mary's *Journal* has a record of having carried a yearly average of 41 columns display per week. The Tilsonburg *News* published in an ordinary edition on Sept. 8th 52 columns of display; of this 47 cols. were local, 3 cols. general advertising placed through local dealers and 2 cols. placed by agencies. Gentlemen, do not get the idea that I am talking about small things. The average American or Canadian Citizen does not live in Cleveland, or Pittsburg, or Rochester, he lives in a town like the one I come from. Canada and the United States are made up of such communities. The year 1920 census of the United States shows that 65 per cent. of the population live in the small towns and on the farms. The rural field is the "Sixty-five per cent. field" and for the general advertiser it should be and is the most important field.

I could multiply instances, like Burlington, Grimsby and the other towns noted, indefinitely to show that the town weeklies are getting a large volume of advertising to-day but that it is nearly all local. The rural publisher cannot employ trained solicitors with their follow-up campaigns to cultivate the general advertising field for him to sell his proposition to the general advertiser but he has a responsive constituency at home among his merchants who are more easily interested to-day in using the local press than they have ever been in the past. Thus local advertising has increased in the country field the past few years out of all proportion to the increase in general advertising.

An Opportunity Being Missed

But, gentlemen, I ask you in view of all this, is not the general advertiser missing a great opportunity? The retail merchants are your friends, your selling organization in the "Sixty-five per cent. field." They understand the rural field, they have the small town viewpoint and they are using the rural press as never before. If you would get the best results, study their viewpoint, co-operate with them and the small town field will be a fruitful field for you.

A large paint manufacturer of New York City, after studying the small town, put on a successful campaign last year. His experience taught him something which he has summed up briefly: "You, no doubt, will be interested to learn that our direct orders exceed previous years by 110 per cent. This large increase confirms our judgment that the weekly newspaper which circulates among the local merchants' customers is the most satisfactory advertising medium to pull business for the advertiser.

You, Mr. General Advertiser, could profit just as abundantly as this New York manufacturer who found that one cannot measure the "Sixty-five per cent. field" by big city standards. There is a rich reward in store for the general advertiser who grasps this truth and acts upon it.

The foregoing address was given by Lorne A. Eedy, at the Advertising Affiliation Convention recently held at Hamilton, Ont. Mr. Eedy is chairman of Advertising Committee, Canadian Weekly Newspapers Association.

The Editorial Chair Should Dominate

An Answer to the Question, "Should the Advertising Department Influence the Policy of the Paper?"

By FREDERICK E. DOUGALL, of John Dougall & Sons, Limited, Montreal

THE advertising man will say that advertising is publicity and publicity is journalism—or, if you prefer it, that journalism is publicity and publicity is advertising. He won't kick if you abbreviate the definition and say that advertising is journalism, or journalism is advertising. He believes in brevity and directness. He calls a spade a spade. Therefore he parodies the wisest of men by saying: "Get into journalism, but, with all the getting, get advertising." And the editor who does not play his game has not been trained in the right school. And if the said editor so far forgets himself as to take any attitude unpopular with advertisers he must be told where he gets off at, or with deep sympathy retired as one better suited to the old fogey days when journalism was an unprofitable profession instead of what it aims to be today—a sound commercial proposition. Those three words make our chests swell out (our money chests) with profits.

On the other hand, the editor man, scorning the advertising columns as beneath his notice, except as they trespass more than normally on his space, says journalism is recording the news and views, mainly his own, of the day. This "high brow" gentleman, within the precincts of his sanctum, knows nothing of ways and means of getting his news and views published or of the agonized efforts of the finance minister to fill his pay-envelope. What is that to him?

And so these extremes meet, as extremes proverbially do, and talk it over with the finance minister as referee, lest there be too much gore. The editor has refused to puff this advertiser, or give up or even soft pedal a policy irritating to that one. And the advertising man says the editor man is a "stick in the mud" who will kill the paper, and the finance minister says the paper can't pay its murdered much of a salary after it dies. So the editor, beginning to see the point, says of course that he did not mean to kill the paper, and that the judgment of two is more likely correct than that of one, and he will hereafter be "un bon garcon," as we say in Quebec, which, being interpreted by the ad man, means a good old sport, after all is said and done. But professionally speaking, the editor man still holds that he controls the policies of the paper—and the advertising man boasts him for one of the ablest and fairest-minded of men.

This picture is true of a certain U.S.A. publication. It is only painted here as an object lesson of how a beautiful spirit of co-operation can be developed in our Canadian offices.

Large Service to Perform

But a truce to flippancy.

The journalism of today has a true and large service to perform through its advertising columns—they give the news of invention, of production, of markets, of literature, schools and churches—news that is frankly paid for, but actually valuable to the reader. Advertising is therefore an important feature of any paper, a feature that should and must interest the editor who, in directing the policies of the other pages, must not overlook his responsibility for the advertising pages.

It is very hard to lay down laws that can be made to fit every case. In our office the general purpose of the paper is kept in view. Advertising considered inimical to the reader, morally, physically or "pocketally", is ruled out. Granted that no two men, equally well intentioned and loyal to that side, would always agree as to specific cases. But the mistakes would not be great.

We rarely feel called upon to aid advertisers editorially—that is to say, in our reading columns—and never on demand. We rent advertising space as we would rent a store, subject to our approval. And we do not knowingly let any people do business that is not respectable and well-intentioned in our block. In the case of the columns of the paper we hold that we have even more responsibility inasmuch as there is more obvious endorsation. In a word, we accept no advertising that contravenes the well-known editorial attitude of the paper—unless, as in the case of political advertising, exclusion on the ground of differing opinion—would be against the spirit of fair play. Such exception, if exception it be, proves the rule. But far less would we allow our editorial policy to be deflected in the slightest degree by any advertising interest. Advertising men who really understand our attitude toward the advertising columns realize that such advertisements as are admitted have more than a technical guarantee behind them.

The Policy of His Own House

I would not presume to propose a set of rules for the guidance of any other publisher, but we advertise nothing that we would not imagine ourselves as using under appropriate conditions. This rule has been ours for three generations—over 75 years. I do not pretend it has been profitable. There are many difficulties in such a programme, and some publishers make general rules such as excluding all proprietary medicines, although they use them themselves. Such a ruling may be convenient. We adopt it in the case of two of our publications. It is not necessarily conscientious.

I am glad that so many publishers today rule out all advertising calculated to injure or defraud. The publication which is run from its advertising end, or for advertising revenue as an end, may be quite respectable, but lack spirit. It may attract the multitude, but apart from the advertising, renders them no great service. It is a commercial proposition, not a profession. But it will be well rated in Bradstreets and its publisher will be spoken of as a clever man.

Let us, as Canadians, take our high calling seriously and forgetful of self, and realizing our responsibilities as leaders of public thought, seek ways to be of ever higher service. Let us have ideals to aim at and shoot as straight as we can. To this end, as far as altruistic journalism goes, the editorial chair should dominate and the advertising department loyally co-operate with it.

An address given at the Annual Convention of the C. N. N. & P. A., at Toronto, last month.

Advertising Points the Way

At the annual convention in Toronto recently of the Laundry Owners' International Laundry Association, an interesting address was given by Mr. W. E. Fitch, of Laselle, manager of the Laundry Owners' National Association, on "Co-operative Advertising."

"Daily newspapers are undoubtedly prime factors in bringing to the attention of the public, to a very large extent, the value of goods that the retailer or wholesaler has to offer," said Mr. Fitch. "The advertiser who takes the trouble to carefully prepare the advertising matter which he has to offer through the medium of the daily newspaper, is assured of results not obtainable from other sources of advertising. I am a strong believer in the method of community advertising. This method has been adopted by many advertisers throughout the United States with excellent results to the laundry owners."

Mr. Fitch considered that the newspaper was the only medium through which the laundryman could demonstrate to the housewife the most modern methods of eliminating the drudgery of the wash days of old. Answering a question as to the amount of advertising laundrymen should do, Mr. Fitch said that 5 per cent. of the gross business was a fair basis upon which to strike an average.

Weekly Newspapers are Prosperous

Oshawa Reformer, Tri-weekly, Enlarges Capacity to Take Care of Increasing Business

BUSINESS continues good in the weekly newspaper field of Ontario. We have the word of a well informed observer in support of the fact, and one has but to glance at any number of weekly papers and note the amount of advertising being carried if evidence is needed.

Included in the list of publications which are securing a highly satisfactory volume of business is the Oshawa Reformer.

Strictly speaking, the Oshawa Reformer is a tri-weekly, having graduated from the once-a-week field to become a semi-weekly in 1919. It is now published Tuesdays, Thursdays and Saturdays. Behind a newspaper bearing such a progressive record there is invariably a progressive executive force. In this case it is summed up in the president and managing director, Charles M. Mundy, and assistant manager, A. R. Alloway. Recently, Geo. A. Martin was secured by the Reformer to fill the editorial chair. Mr. Martin was formerly with the Daily Telegraph, Kitchener, and should the Reformer entertain aspirations to become a daily publication an able and experienced man will be ready to assume editorial responsibilities peculiar to the field.

THE HOME OF THE OSHAWA REFORMER

which is now entirely occupied by the publishers for its growing newspaper and job printing business

Increased newspaper business and additional job printing contracts have necessitated a considerable increase in the staff which now numbers forty-three, including the members of the office and reportorial staffs.

Recent changes at the Reformer office include the moving of the composing room and job presses to the top floor, which was formerly rented, and the re-arrangement of the remainder of the plant on the other two floors. The basement is devoted to the cylinder presses.

duplex newspaper press, and storage room for roll newsprint. The ground, or second floor, is occupied by the business offices, bindery and job stock room. A freight elevator has been installed and considerable new printing

GEORGE A. MARTIN

who recently assumed the position of editor of the Oshawa Reformer. Mr. Martin was formerly with the Kitchener Daily Telegraph

equipment, including an additional Miehle Press and Model 8 Linotype machine. The Reformer now has four linotype machines and at present is operating them night and day.

It is the intention to have a public reception and inspection of the plant as soon as some additional changes and improvements have been completed.

Incidentally it may be worthy of note that The Reformer newspaper is 50 years old this year and thus ranks with the Orillia Packet and a number of other well-known newspapers in completing a half century of useful service to the public.

Cuts Need Not be Marked

New advice respecting the Government Marking Act has been received at the office of *Printer and Publisher* since the last issue of this paper, which will relieve publishers from a certain amount of concern regarding the importation of engravings and electros, etc. Articles of this nature need not be marked showing the country of their origin, provided they are for temporary use only. They are this far exempt from provisions of the Marking Act which is due to come into effect on January 1, 1922. The latest ruling follows:

"After further consideration, the Department has decided that if these commodities (engravings, electros, cuts, etc.) are imported to be exported after use in Canada, they may be admitted without being marked with an indication of the country of origin, provided the importer makes a statement on the entry that the goods are for temporary use only and are to be exported from Canada."

Prof. Stephenson Addresses Montreal Paper Club

THE Paper Club, of Montreal, held their monthly meeting at the Queen's Hotel, November 15. All leading Paper Houses in Montreal were represented by about fifty of their salesmen. Prof. J. N. Stephenson, the Editor of the Pulp & Paper Magazine, and Lecturer at McGill University, gave a very interesting talk on Modern Paper Making. Prof. Stephenson opened his remarks with caution to the members regarding the seriousness of forest fires, and impressed upon them the necessity of their doing all in their power to prevent carelessness by themselves or their friends whilst camping, hunting, etc. The forests of Canada are the backbone of this tremendous industry which is so steadily increasing that it is now the most important factor, bringing back the Canadian dollar to its 100% value. After commenting on the fact that Canada was well blessed with water power, rating in horse power second only to Norway in the world, Prof. Stephenson went on to bring the members through the different processes of the manufacture of paper. The speaker pointed out the big possibilities in Canada for the manufacture of wrapping papers and fibre box board which has not as yet developed to anything like its full extent. The conversion of straw into pulp was also touched upon and was thought to be a raw material which in the very near future we will be hearing quite a lot about. Prof. Stephenson expressed his opinion that this straw fibre would resemble very much Esparto which is a big factor in English paper making.

The next meeting was called for Tuesday, December 13th and being close to the holiday season, the executive have opened their meeting to guests, when each member will bring along with him friends interested in the sale or buying of paper.

The paper club is a growing organization. It purposes to bring about wider acquaintance among those selling paper and paper products, and to assist in raising the efficiency of selling methods.

Any salesman, sales manager, or advertising manager or other individual directly and actively employed in sales or sales promotion work by concerns manufacturing, merchandising and converting paper, is eligible to make application for membership.

Lauds Use of Cuts for Advertising

John H. Wright, a New York business man, uses a lot of advertising space in newspapers, but upon a recent visit to London, Ontario, he told members of the London Advertising Club a little about advertising through the mails.

Mr. Wright, who was introduced by J. Birnie Smith, told how he had made a success of a bankrupt business by direct advertising methods.

There are four sign posts in direct advertising, he said. First, the prospect, then the copy, physical presentation (printing), and persistency.

The speaker declared that copy should be just the kind of information that would be given a man in a selling talk: short and to the point, without any frills.

"When you sell one big fellow use him to sell another by telling the second prospect that you have sold the first one," Mr. Wright said.

"All advertising is good, but it must be used with common sense. Spend the last dollar in your bank account on pictures. Good cuts are invaluable."

Mr. Coeland Trimble, editor and proprietor of The Impartial Reporter, published at Inniskillen, Ulster, Ireland, was a recent visitor to Toronto, stopping at the Queen's for a few days. Mr. Trimble, who has just completed a tour around the world, is an authority on Irish affairs, and is president of the Irish Newspaper Association, and a Fellow of the Institute of Journalists in the United Kingdom.

Putting Vocational Training Across

Comprehensive Plans of United Typothetae

By LAYTON S. HAWKINS
Director of Department of Education, U. T. A.

THE U..T..A.. has every reason to be proud of its achievements in the field of education. I know of no other national or international trade association that has more comprehensive plans, or that has accomplished more; and yet we have made but a beginning. The present holds possibilities of a development which will put the printing industry in its rightful place of leadership in the industrial world. It only remains for us to take advantage of the opportunity.

A Decade of Progress

Eight years ago, Mr. Toby Rubovits, then Chairman of the Advisory Board of the U. T. A. School of Printing at Indianapolis, canvassed the membership of this association for the purpose of getting the sentiment of the members and enlisting their support for the school. In view of the developments since that time, it is worth our while briefly to recall a few of the questions and answers.

"To what extent should the U. T. A. support Technical and Trade Education?"

100% were in favor of education and training.
71% were in favor of full moral and financial support.
21% were in favor of limited support.
7% left it up to the Advisory Board.

"Along what lines should the work be extended at our Technical School of Printing?"

30% were not sufficiently informed to suggest.
19% suggested Hand and Machine Composition, Platen and Cylinder Presswork, and Bindery.
51% suggested mechanical branches and business phases, such as costs, accounting, estimating and management.

"Will you co-operate with us in making and maintaining our Technical School of Printing the Best in the World?"

93% enthusiastically pledged themselves.

You know the results of the efforts of the past eight years.

The Committee on Education, under the able leadership of Mr. Henry P. Porter, has acted upon these suggestions from the membership. The Standard Educational Courses in Estimating, Cost Finding, Accounting, Salesmanship, and Advertising, were prepared and have been studied by thousands.

The School of Printing at Indianapolis is a wonderful institution. It is one of the best, if not the best, vocational school in America. It can be improved, and is being improved, each year. Have you ever visited the school? It is well worth your while. Have you ever sent a student there? It is a gilt-edge investment.

Individual Responsibility

Our Indianapolis School is running at full capacity and we have a waiting list. We are extending our co-operation with such institutions as Carnegie Institute of Technology and Wentworth Institute. But with all of these schools full to overflowing only a chosen few of the thousands of young people in the industry are being reached. Any comprehensive and widespread plan of education to affect the industry as a whole must provide that instruction be taken to the learners on the job. This means a responsible part in education for the individual employer as well as for the local association. It means actual active participation in the programme by every employer in taking on apprentices and providing them with real educational opportunities.

Education on a Business Basis

Through all the ages men have struggled to solve the problem of getting something for nothing. It can't be done, and temporary success only leads to worse disaster in the long run.

There is no royal road to learning—the printing industry provides no exception to this general rule. Education is a costly process at best, and any attempt to ignore the fact or to avoid it is futile. As in any other phase of the business, however, system and organization can reduce the cost of training and produce increased returns for the money invested. Few employers realize at the present time the amounts they are paying out yearly for education. The fact that there is no such item on the books leads them to believe that they are not paying. As a matter of fact, the charges are concealed in those unitemized overheads—labor turnover, poor craftsmanship, low production, wasted stock, spoiled work and damaged machinery. Men "pick up" the trade a little here and there. Each successive employee contributes his share of the cost. The only way a superintendent or foreman has of finding out whether or not a man is competent is to put him on the pay roll and try him out. He observes other workmen, asks questions, and eventually "steals" his trade. It is well to note that the time of foreman and workmen is used at the expense of the employer.

You, the employers, are fully aware of these conditions, and seek a remedy. You want something, but you can't get it for nothing. You can't even pay out a sum of money and turn the job over to someone else. Others can co-operate and assist, but always the employers as individuals and as a group, must assume a direct and active responsibility for a part of the programme. The Chairman of our Education Committee has outlined the plan of the Education Department for reviving and extending apprenticeship. This is your opportunity to reduce the miscellaneous overhead charges beforehand, by opening an account with "apprentice-training." This is good business economy.

Standards To Be Maintained

Standards of knowledge and skill are the necessary basis of any plan of Vocational Education. Our Department of Education is working out a number of courses of instruction which may be taken as standards for apprentice training. Local Committees on Education will be given every possible assistance in adjusting these courses to meet local needs and conditions. If the industry is to sponsor these courses, and employers, foremen, journeymen and apprentices are to be benefited, the standards must be maintained. Short-cut methods and temporary expedients should not be recognized as a part of the programme. Let me repeat: "There is no royal road to learning." If an apprentice is to become a master craftsman, time and effort must not be curtailed. The aim of the industry is to make better printers and have no man possess the Certificate of Competency unless he really is competent. This means teaching the apprentice not only the shop side, but the related English, design, mathematics, and civic and industrial history which make him an intelligent rather than a routine workman. This opportunity to get an education will attract the best type of young men to the printing business.

Toronto Printing House Craftsmen Meet

Elect Officers and Arrange Programme for Year

A GROWING organization and one that undoubtedly has a great future is the International Association of Printing House Craftsmen. The association has a membership roll bearing 33 names. Two branches hold forth in Canada, one in Montreal, the other in Toronto.

On Wednesday evening, November 7th, the Toronto branch held a meeting in the form of a dinner at the Mossop Hotel for the annual election of officers and like

CHARLES W. KEATES

Re-elected President of Toronto Printing House Craftsmen's Club

former meetings of the association it was well attended. Out of a membership of approximately 90 members some 70 were present.

The election results show a return of Charles W. Keates to the office of president. Mr. Keates is a strong advocate of the printing house craftsmen movement and a hard and enthusiastic worker of the Toronto organization. He has reason to expect able support from his confreres in office; they are, almost without exception, men of broad experience in, and related to, the mechanical departments of the printing industry.

The list of new officers follows:

Charles W. Keates, President, Southam Press, Limited.

Herbert D. Tresidder, Vice-President, MacLean Publishing Company, Limited.

T. H. Saunders, Secretary, Southam Press, Limited.

G. C. Lumbers, Treasurer, Business Systems, Limited.

Board of Directors

Arthur C. Relf, Southam Press, Limited; O. J. Hutchinson, MacLean Publishing Company, Limited; George Smith, H. Gagnier, Limited; C. E. Moore, R. G. McLean & Company, Limited; George Parry, Rous & Mann, Limited.

Publicity Committee

Warren Bell, Strathmore Press, Limited; Burt, Hurd, Sinclair, Valentine and Hoops; Chas. Conquergood, Canada Printing Ink Company, Limited.

Entertainment Committee

H. Latremoulle; Thos. Palmer, Acton Publishing Company, Limited; George Brown, Shackell, Edwards Company, Limited; Hugh J. Logan, H. J. Logan Company; W. E. Harrison, Atwell Fleming Printing Company, Limited.

In addition to the election of officers a free discussion took place concerning the programme of subjects to be treated at the meetings during the coming year. Among the important subjects were standardization of colors among ink makers, standardization of papers, and make-ready of color work.

More and Better Work Despite Strike

Union labor strikes are not unlike government elections, in one particular at least: they are subject to surprises.

On November 9th the International Photo Engravers' Union called out its members at the plant of Legg Bros. Limited, photo-engravers, Toronto. This left the firm in very much the same condition as the Toronto printing houses last June, when the printers' strike was launched. Encouraged, probably, by the success which has attended the master printers in their efforts to "carry on," Legg Bros. decided to give battle. The surprise came in the results. Mr. George Legg, president of the company, in an interview with Printer and Publisher, vouches for the fact that today the firm is turning out more work, and better work, than before the strike. "That is not all," said Mr. Legg. "I wish to emphasize the fact, too, that a better spirit reigns among the men who have taken the strikers' places than ever before existed. There is a different atmosphere in the plant, which has resulted in a finer feeling of co-operation. We have a number of old hands—the better men—back at work. Several others have applied for their old positions, but we find we can get along without them," Mr. Legg stated. "You have but to examine the quadri-color Annual Review cover of Canadian Machinery, which we have produced since the strike, to prove that the quality of work turned out by our present staff is of the highest grade and equal to work turned out under union shop conditions.

"The way we are progressing is as surprising as it is gratifying," continued Mr. Legg, who went on to say, "I think the union men are more surprised, however, than we are, because they must know that we have been able to 'carry on' and at the same time turn out good work."

According to Mr. Legg, the strike was called by the Photo Engravers' Union because of a refusal to permit an outside audit of the firm's books.

Drop in Price of Newsprint

The Canadian Export Paper Company, Montreal, announced officially November 22 that the price of newsprint paper sold under contract for the first quarter of 1922 will be $75 a ton, a reduction of $5 a ton from current prices. The price is on the same level in Canada and abroad.

The Company also announces completion of reorganization, with Mr. E. L. Crocker, of the Laurentide Pulp and Paper Company, in charge of its affairs, assisted by a permanent Board of Management representing Price Bros. and Company, and the Brompton Pulp and Paper Company. The organization now controls for export purposes approximately 800 tons of newsprint a day.

The Canadian
Printer & Publisher

Published on the Twelfth of Each Month.

H. D. TRESIDDER - - - Business Manager.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $3 a year; United States, $3.50 a year; other countries, $4 a year. Single copies, 30 cents. Invariably in advance.

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Established 1887 Limited

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H. T. HUNTER - - - - - Vice-President.
H. V. TYRRELL - - - - General Manager.

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The Demise of a Great Man

Newspapermen of Canada will have learned with profound regret of the accidental death of Sir Arthur Pearson, renowned newspaper proprietor and publicist of England. Few men of the present generation have conferred a greater honor on journalism and on the publishing trade, not because of his business and financial success, but because of the noble service he rendered to humanity through his devotion to the interests of those who are blind. There has been a deep touch of the pathetic in his later years, finally ending with an element of tragic misfortune.

Sir Arthur's career, up to the time that he completely lost his sight in 1914, was that of amazing success in the difficult field of newspaperdom. He founded Pearson's Weekly and other widely circulated publications, among which the best known probably is the Daily Express, of London. He later acquired The London Standard, which he consolidated with St. James' Gazette. These properties he disposed of when his affliction overtook him. But it was his "man's humanity to man" which linked his name with the sympathies and admiration of the profession everywhere. It is doubtful if there is a journalist of mature reading from the Atlantic to the Pacific who has not felt his profession elevated by having as one of its brother members in England a man who accomplished such a splendid and humane work for the blind as St. Dunstan's Hostel. There more than one Canadian soldier learned that life was not forever dark to him because he could no longer see.

Many men acquire fortune and honor, many give of their wealth and time to aid public undertakings, but few touch so responsive a chord in the hearts of their fellows as the blind publisher. As President of the National Institute for the Blind he accomplished an inestimable good for others who like himself were doomed to live without the light. That he should have met an untimely death by accidentally striking his head on a faucet in his bathroom will quicken impulses of regret and tribute in all parts of the English-speaking world where his record and big soul were known.

Needs Support of the Press

"Every Canadian newspaper should be behind the effort to stimulate interest in Canadian literature," says the Kingston Whig, "not only during 'Book Weeks,' one of which has just passed, but always. Editorial pages, features, literary pages, all should boost the work of Canadian authors and writers to the highest degree, a task that is not hard, because the work of our Canadian writers is second to none in this present age.

"If I were commissioned to study the ideals of any people I would turn to the literature of that people and there find the standards on which to base my conclusions."

Thus remarks Robert J. C. Stead, in an article in the Whig, and in his remark there is truth which will bear study. He tells us later that much of the future of Canada depends on the national literature.

Like the nation itself, Canadian literature is still young and just beginning to develop. Until recently it has had very little encouragement from any quarter. The Canadian writer was indeed a "prophet without honor in his own country." Occasionally he might be so fortunate as to sell an article to one of the few Canadian magazines, in which case the Canadian reading public invariably slighted it, or, if they did bother to peruse it, were actuated by curiosity merely, without appreciation.

With the war came Canada's national awakening. Gradually, as the conflict went on among nations, the people of Canada woke up to their power and realized that they were the beginning and foundation of a great country. Simultaneously, it seems, our Canadian authors woke up. They demanded and secured recognition, and inaugurated activities which have culminated in the formation of the Canadian Authors' Association, an organization which is now making Canadian literature something more than a mere pair of words. The authors of Canada, backed up by the publishers, are going to make the literature of Canada something universally recognized, something great and noble, of which the country may justly be proud, a fitting and beautiful mould for the national ideals.

But to do this the Canadian Authors' Association must have the support of the Canadian people, or in other words, the Canadian press must give its support, for the Canadian newspapers, like those of every country, influence and sway the opinions of the people.

Job Price List Criticized

Criticism has been levelled at the job price lists recently issued by a number of the District Associations of Ontario. Prices are extremely diverse, avers one critic, an Ontario weekly publisher. Speaking of the lists circulated by the printers and publishers who met at Woodstock and Palmerston recently, he remarks, "A careful comparison of the two lists leaves one almost in despair, so wide apart are they."

Another critic, a British Columbia weekly publisher, in referring to the Perth and Huron District Association price list, printed in the October issue of this paper, declares it to be 25 per cent. less than the Franklin Price List.

In extenuation of the position of the printers responsible for the price lists now in circulation in the country districts of Ontario, it may be pointed out that the compilers of the lists realize the lack of equation existing, and they are continually working to bring about a better and closer agreement. If there are any instances where the prices appear to be extremely divergent it may be reasonable to put this down to oversight, for it must be remembered that the making of price lists is a matter crowded with perplexities and easily open to error.

It is admitted that job prices are low in some districts of Ontario. The printers in such districts are anxious to get better and more equitable prices for their work, but they also recognize that an increase in prices can only be put into effect gradually, and in cases where hot competition reigns, increases are out of order entirely.

Securing correct prices for job work is featured among the aims of the C.W.N.A. Encouraging progress has been made in the past year by the members of the Association and in due time it is safe to say, job prices will be less open to criticism, because of the efforts of this Association. Things are on the mend!

Nearing Normalcy in Winnipeg Shops

"The result of the recent labor survey for 46 open shops of Winnipeg shows a splendid condition," says S. F. Beatty, executive secretary, Winnipeg Typothetae, in a recent report to the members of the Employing Printers' Association. Taking the number of employees at work June 30 in 46 union shops as a basis, the Winnipeg shops are within 46 hands of normalcy, according to the following figures:

	At work June 30th 6 union shops	At work Nov. 22nd 46 open shops
Compositors	178	166
Lino. operators	25	24
Mono. operators	17	18
Pressmen	89	78
Press Feeders	96	88
Bookbinders and cutters	48	53
Rulers	33	29
Bindery girls	169	159
Miscellaneous	37	31
Total	692	646

The Situation in Toronto

Though nothing of an outstanding nature has developed in the labor situation in Toronto printing houses in the past month, conditions are said to be steadily improving. Efforts to fill the positions left vacant by striking printers last June are meeting with success and a state of normalcy is gradually being reached, according to information gleaned at the headquarters of Toronto master printers.

Toronto Typothetae Hold First "Annual Ladies' Night"

On Thursday, December 8th, the members of the Toronto Typothetae held their first "Annual Ladies' Night," in the new ball room of the King Edward Hotel. There were approximately one hundred and twenty couples present and the gathering was a great success from every point of view. Douglas S. Murray, President of the Typothetae, made a brief address and the Rev. Dr. S. W. Fallis asked the blessing.

Dinner was served at 6.30 p.m. and members and guests were entertained with music, singing and dancing during the meal. The tables were all placed around the sides of the room and a clear space left in the centre for dancing. After dinner had been served and the tables cleared, an instructive address on group insurance for the Typothetae Members' employees was given. Then came the motion picture which was a six reel film produced by the Butler Paper Co. and the U. T. A., called the "Romance of Paper." This picture was unique from a printing standpoint, as it showed the making of paper in all its stages from the wood pulp to the finished product. One reel was also devoted to the reproduction of that humorous sketch "The Sick Print Shop."

Dancing started promptly at 10 o'clock and continued until midnight, almost every couple present taking part.

Everyone present thoroughly enjoyed themselves and the entertainment committee, Messrs. J. G. Wilson, J. C. Acton and F. S. Thomas, who were responsible for the arrangements, are to be heartily congratulated upon the success of the affair.

At a convention of Quebec Farmers, held in Montreal on Nov. 1, it was decided to authorize the purchase of a weekly newspaper which will be made the Farmers' organ under the name of "Bulletin d'Agriculture."

New Advertising Agency Opens in Toronto

A. J. Denne, who has been associated with the general advertising agency of Smith, Denne & Moore, Limited, Toronto, and previously with its predecessor, the J. Walter Thompson Company, has disposed of his interest in the firm.

Mr. Denne has established a new agency at 43 King Street West, Toronto, to be known as A. J. Denne & Co., Limited. The new company has applied to the Canadian Daily Newspapers' Association, the Canadian Weekly Newspapers' Association, and the Canadian National

A. J. DENNE

Head of the A. J. Denne & Co., Limited, Advertising Agents, 43 King St., West, Toronto.

Newspapers' and Periodicals' Association, for recognition as a qualified general advertising agency. Mr. Denne informed Printer and Publisher that the new agency would shortly handle a number of large national accounts, but was not at present ready to name more than one advertiser, the Lorraine Chocolate Corp., Toronto, whose products are to be advertised in twenty of the largest Canadian daily papers from coast to coast.

As a fitting recognition of the occasion Mr. Denne, upon his retirement from the firm of Smith, Denne and Moore, was presented by his former business associates with a silver salver, on which was engraved his record of service with the company, and the good wishes of both staffs of Toronto and Montreal offices.

Mr. Denne has been an active force in Canadian advertising circles for a number of years. At present he is vice-president of the Canadian Association of Advertising Agencies; previous to this he held the post of secretary of the Association for many years. Mr. Denne's knowledge of the field and business abilities undoubtedly places the new agency in a position where its success is beyond peradventure.

Women's Interests to be Catered To

As an evidence of the almost daily enlargement of the women's field, a new monthly has risen up to be the mouthpiece of the feminine viewpoint. Its editor is a woman well known to the journalistic realm in Canada, Miss Grace Kennedy, and she has called her venture "National Life." Its aim will be to develop an interest in Canadian nature and human nature, and its columns will be open, according to the editor, to Canadians who have something worth while to say about their country.

Canadian Advertisers Hold Annual Meeting

Passed Resolutions Regarding Agency Relations

"NEVER advertise a thing that is not up to the standard," said Mr. Bayless, of the Cleveland Power House Co., in his address at the Association of Canadian Advertisers. "Do not be like the blower of a pipe-organ, who boasted that he had 'pumped a piece' that the cleverest organist could not play."

"A successful advertisement should have human interest and imagination in it, and the product advertised should be exhibited as something to use and enjoy. Do not enlarge too much on mere prices," said Mr. Bayless.

The annual convention of Canadian Advertisers was held last month in the Prince George Hotel in Toronto. There were present a large number of the members of the association, which now has run over the century mark, there being about one hundred and ten representatives of the leading nation-wide advertising organizations. The members meet twice a year for the discussion of subjects of interest and importance to the merchants and manufacturers who advertise widely.

Number of Noted Speakers

Among the speakers were Mr. F. E. Mutton, of the International Machine Co.; Mr. L. R. Greene, of the Tuckett Tobacco Co., Hamilton; Mr. H. S. Beecher, of the Gillette Razor Co., and others. At the luncheon on Thursday noon, Mr. W. N. Bayless, of the Power House Co., of Clevleand, Ohio, was the guest of the association.

The business which chiefly concerned the association on Friday morning was the relation that should exist between the newspapers, the advertisers and the advertising agency. This has been a burning question for many years, and it has been felt by investors in advertising that a better understanding was necessary in regard to the method of remunerating the agency. The problem as to whether an advertising agency is the employee of the newspaper or of the advertiser has been keenly debated, but without any definite conclusion being reached.

There seems to be a growing tendency on the part of advertisers to regard their work as a phase of salesmanship and to consider that advertising is not efficient unless it actually brings about a personal demand on the part of the reader for the product advertised.

Adjusting Agency Relations

In his report on "Agency Relations," Clifford Elvins stated that four agencies were canvassing for business on a service fee basis. In a questionnaire sent out to the members of the Association, they had been asked to state whether or not their agencies would be willing to accept business on that basis, and the majority of replies had been in the affirmative. A resolution endorsing the action of the committee during the year, and instructing them to proceed along similar lines, was unanimously adopted. The resolution read as follows:

"Whereas: The existing methods of remuneration as between the National Advertiser and the Advertising Agency, as arranged by the respective publishers and the Advertising Agencies, are deemed unsatisfactory to the National Advertiser;

Be it resolved: That it is the sense of the Association of Canadian Advertisers, Incorporated, in convention assembled;

First: That if desired by the advertiser, agencies shall bill advertisers at net rates after all commissions allowed by the publishers have been deducted from the gross rates, the agency remuneration to be arranged between the agency and advertiser as may be mutually agreed upon;

Second: That publishers shall place no obstacle in the way of agencies making the above arrangement with advertisers, where mutually agreeable.

Third: That the Agency Relations Committee of the Association of Canadian Advertisers, Incorporated, continue its efforts to bring about this result;

Fourth: That the Association of Canadian Advertisers, Incorporated, recommend to each member of the Association that he endeavor to place his advertising through his advertising agency on the net basis as outlined above."

Striking Mottoes

Mr. Mutton, in his address, introduced a novelty in the shape of display cards on which the telling points of his address were printed. By this means the ideas were presented to the observer's attention, visually as well as orally. Among the mottoes for salesmen were such as the following:

"Add yourself up."
"Think."
"Think in big figures."
"Employees make the business."
"An open mind is a growing mind."
"Never make the same mistake twice," etc.

One of the interesting features of the convention was the attempt of Mr. W. N. Bayless, of Cleveland, to forecast the prices that would prevail in the next few years. He said that in the war years 1812, 1864, and 1920 very high prices prevailed and these were followed in each case by declining prices for a long period. This he believed would be the tendency for the next decade or more—so that his forecast was a hopeful one for the buyer at least.

"When," queried Mr. Bayless, "will business revive?" He replied to his own question as follows: "Business will revive as soon as the overstocked shelves all over this country are lightened substantially." Importers and manufacturers had overstocked their warehouses. This congestion once relieved, normal buying would begin again. On the whole it was a cheer-up message.

Officers Elected

President.—Clifford Elvins, Imperial Life Assurance Company, Toronto.

Vice-presidents—H. S. Van Scoyoe, Canada Cement Company, Ltd., Montreal; L. R. Greene, Tuckett Tobacco Co., Ltd., Hamilton; H. E. Mihell, Imperial Varnish & Color, Toronto; W. R. Yondall, Richards-Wilcox Canadian Co., Ltd., London.

Treasurer.—F. T. Stanford, Canada Life Assurance Co., Toronto.

Secretary.—Florence E. Clotworthy, 156 Yonge Street, Toronto.

Directors.—Wm. MacKay, Lever Bros., Ltd., Toronto; D. Geo. Clark, McClary Mfg. Co., London; F. W. Hunt, Massey-Harris Co., Ltd., Toronto; H. S. Beecher, Society Brand Clothes, Ltd., Montreal; Claude Sanagan, Willys-Overland Ltd., Toronto; W. H. Duffield, John McPherson Co., Ltd., Hamilton.

"Verse and Reverse" in Third Edition

Already two editions of the Toronto Women's Press Club brochure, "Verse and Reverse," have been exhausted, and a third one is coming off the press by the middle of the week. Copies have been sent across the sea bearing a Christmas message, and American recipients have added to their thanks: "Well done, T. W. P. C."

What Is News?

By JOHN R. BONE, M. A.
Managing Editor, Toronto Daily Star

The forepart of "What Is News?" appeared in the October issue of Printer and Publisher: This is the conclusion.

THERE are few more interesting newspaper features, if well done, than personal sketches, bits of biography of living men. The interest here lies often in the element of contest. We follow eagerly the account of the struggle of a great man with his difficulties and problems and the forces opposed to him, and the story of how he achieved victory.

Labor news, becoming an important department, is largely a record, and has its interest because it is a record of the great struggle between labor and capital, between employers and employees.

The list of illustrations of the news of the element of contest might be continued indefinitely. There is perhaps, no other formula which will give a test of news value which can be so frequently used as the question, "Is there an element of chance in it?" If there is, it is pretty sure to be news.

Then as to the element of romance, sometimes described as love interest. This, also, has a tremendously wide appeal. You have probably been interested in the recent controversy about dancing, and will recall that one of the opponents of dancing advanced the argument that dancing must be improper, because no one would want to go to a dance attended only by girls or only by boys. The retort was made that the same thing could be said of church socials, or Sunday School picnics, or corn roasts, or almost any other of the social events which enliven our existence. The broad truth underlying that argument is, that the interest of one sex in the other, and in the relations of one with the other, is almost universal.

It will have to be admitted by any impartial observer that as a news feature this element has by some newspapers been seriously debased. I am happy to say, however, that this, as far as my observation goes, is very rarely the case in Canada, where I think the standards of propriety in dealing, for example, with scandalous court cases, are very much higher than they are in the Old Country. The same may be said of a number, though not of all, the newspapers in the United States. But a newspaper does not need to deal in scandals to take advantage of the very widespread and perfectly proper legitimate interest there is in matters involving the relations of the sexes. To take once more an illustration from crime. A robbery or a murder may be a very dull, sordid affair, worth perhaps not more than a paragraph in a newspaper, but if there is a woman in the case, it immediately becomes a news feature of first class interest. As soon as it is surrounded with the glamor of romance, it is lifted from the miasma of sordidness to a new plane, and may become a newspaper serial of the very highest order, lasting days or weeks or months. There have been such cases in this country, which have been more powerful circulation builders than even the war. It was not the crime, because violent death, even under the most revolting circumstances, has now become so frequent that it no longer retains the element of unusualness which makes a news item important, but it was rather the element of romance, which gave these cases their wide interest. Of course, crime is used here only hy way of illustration. There are numbers of types of news items into which the element of romance, and the relation of the sexes enters, and it will be found that they will never fail to attract readers.

Unfortunately, the romances of real life are not always available for newspaper publication, and still more unfortunately, it is more often the romances with an unpleasant element, that become public property, than the ones that are entirely wholesome and refreshing. To make up the deficiency many newspapers publish fiction, and this furnishes valuable newspaper copy if it is really good fiction. I fear newspaper fiction in former days got a bad name. There is no reason why that reputation should continue. But it must contain the element of wholesome romance, with a real appeal to the imagination.

World Hungry for Entertainment

There is another type of item which has an exceedingly wide appeal, and that is the report of an event which contains, or can be made to contain, the element of humor. The whole world is hungry for entertainment and for things that will make it laugh. The more of them that a newspaper can give, the more popular that newspaper will be. There is here a field which is largely undeveloped, particularly in this country. Canadians are apt to be much too serious. Perhaps this is one of the penalties of living in a young country, where life is so strenuous, and competition so keen, and where not many of us have either natural wit, or the time to develop the sunnier side of our dispositions. But readers will respond to humor if we can get it for them, and the writers who can make this field their own will be welcome.

It is the newspaper's function to entertain as well as to instruct. The newspaper which contained nothing but 20 or 30 pages of instruction, every morning or evening, which printed nothing but facts, facts, facts, would be a deadly affair indeed. The newspaper does not need to be frivolous, but certainly a good proportion of its columns should be in lighter vein.

A newspaper which was devoted exclusively to these three classes of news articles, that is, those which contain an element of contest, or an element of romance, or an element of humor, would be a pretty interesting paper even if it contained nothing else, and I would recommend any student of journalism to consider very carefully their possibilities. However, there are other classes of news, which, while not directly containing any one of these elements, still have a pretty wide interest, and the inclusion of which may be regarded in many cases as essential.

Interest in Public Affairs

The conduct of public affairs is an increasingly important source of news for all newspapers. While it will be found that much of the news originating from this source, is interesting because of the element of contest or romance or humor that enters into it, still it is also true that public affairs have a widespread news interest because of the very fact that they are public affairs. One who casts his mind backward must be struck by the tremendous increase, there has been in comparatively recent times in the activities of government.

Education is one of the most important of government activities, and educational affairs as a source of news have possibilities which I think no newspaper has yet exhausted. There is not only the natural interest of every one in the education of children in the mass, but there is the personal and direct interest of every parent in the education of his or her own particular children, which gives to school affairs a more than ordinary interest to the whole community. A dozen other activities of government will occur to every one without much effort. The operation of postal departments, of parks, playgrounds and picture galleries, of health departments, the running of exhibitions, the building of pavements and sidewalks, operation of electric light and power plants, water systems, street railways, and even liquor dispensaries, are examples. Canada has now also an immense steam railway system owned and operated as a Government institution. We do not seem yet by any means to have reached the limit of the business activities of government. Each citizen has a proprietor's interest in all of them.

Simultaneously with this development, we have had growing up in recent years, a number of government activities of different character. They are largely humanitarian, such as departments to consider the relations of capital and labor, workmen's compensation, minimum wage departments, mothers' pensions, and so on. Herein is an entirely new field of government work.

Public activities arouse a varying degree of interest on the part of the community, but the news gatherer is on pretty safe ground if he assumes that in the entire conduct of public affairs by our legislators and public

officials, the interest is widespread. The degree to which the development of government activities will be successful will depend in large measure on the clarity and interest with which these matters are described in the newspapers, in the consequent information available to the public, and interest maintained by the public. In other words the progress of working democracy as we understand it in these days, depends to a great extent on the skill and efficiency with which the news gatherer does his job.

It is difficult to say which of our three governments, municipal, provincial or Dominion, the public is most interested in.

Matters concerned with public welfare, even if not directly associated with governmental affairs, are also of wide interest, and newspapers are wise to devote good space to them, not necessarily because of a sense of duty, but because a wholesome minded community is always interested in such matters.

Experts in Demand

There is also a keen demand from time to time for the expert in any particular department of knowledge; someone who can speak with authority on some subject to which public attention has been directed. Experts in some departments have established for themselves regular positions on newspapers; thus we have art critics, music critics, dramatic critics, and specialists of various kinds. Generally speaking, if a reporter can specialize in any subject his chances of advancement are improved.

News of a personal character is always widely read, but it must be about persons who are widely known. This is a type of news capable of great development, for there is a natural curiosity concerning the personal activities and characteristics of men and women in the public eye.

Apart from news containing the element of romance or love interest, there is news which appeals to other emotions which has a very wide general interest. Perhaps the minor emotion which is most frequently appealed to is that of sympathy or pity, from the fact that very often women writers have been utilized in preparing this type of article, matter of this character has come to be referred to in some newspaper offices and elsewhere under the name of "sob sister stuff." Very often the epithet is applied in a tone of greater or less derision. Undoubtedly this type of article has been overdone, and has been often badly done, and when it is badly done it is very bad. When Pathos becomes Bathos, the effect is invariably disastrous, and that is just what has happened when many newspapers have tried to specialize on "sob stuff." Nevertheless, this type of article has its legitimate place. Not only will it attract readers, but it is capable of doing an amount of good. A sob story from real life has this difference from the sob story which you will see on the stage or in moving pictures—that the person who reads it and whose sympathies have been aroused, is able, if he so desires, to satisfy the yearnings of his aroused sympathies, by doing something for the object which has aroused them. The sob story on the stage eventually deadens sympathy. In real life it develops it.

Stories containing an unsolved mystery are always newspaper stories of first importance. I do not need to give illustrations or to explain the reason. The trouble with newspaper unsolved mysteries is that the mystery so often remains permanently unsolved. In fiction it is always cleared up in the final chapter.

An illustration of a class of news which without being sensational, is of very widespread and continuous general interest, is furnished by weather reports. There is perhaps no item in the paper which is so universally and persistently read as the weather forecast from day to day. As a topic of conversation the weather has been the butt of innumerable jests, but it is an excellent newspaper topic, in which the interest of a people which is so dependent on out-of-doors life as we are, is entirely natural and legitimate.

To sum up then, we have defined news as the report of any event in which your reader is interested. For practical purposes we have restricted it to mean a report in which all or nearly all readers are simultaneously interested. Among the tests which may be applied to determine what is of general interest, we have outlined three as being perhaps outstanding; namely, the existence of an element of contest, an element of romance, or an element of humor. To these we have added a number of other general classifications of news such as matters dealing with all public affairs, personal news, appeals to emotions, and matter containing interesting and unusual information, gleaned from any department of knowledge. Our answer to the question, what is news, has been broad, but one may hope that it has been sufficiently specific in details, to be practical and useful.

Lady Byng Makes Charming Speech Before Women's Press Club

GRACIOUS, witty, charming and with just a touch of shyness that lent its own engaging note to a harmonious personality, her Excellency Lady Byng completely captured everyone by her brief speech at the tea given in her honor by the Women's Press Club, of Toronto, on November 28. All the daily journalists were particularly pleased, for she confessed her "love for Fleet Street when the lights are on, the vitality of it all, the roar of the presses and the men in their dirty clothes," fascinating her greatly, she declared.

With delightful naivete Lady Byng said, speaking of her experience as a book-reviewer on The London Daily Express, that she was afraid she would never make a good one—she was too honest and read the books too carefully, adding that she always stuck to them, too, and has, in consequence, quite a good library.

"Women, I think, make better journalists than men," continued her Excellency; "they've more imagination, for one thing."

Women novelists, too, had the pull over men, she thought, because there were generally more women than men involved in the plot, and a woman could understand feminine psychology, "its kinks and—its pettinesses," added Lady Byng, amid laughter, which deepened when her Excellency said the kinks of the woman novelist herself "tickled me immensely, as you say here in Canada."

She cited the case of one woman writer who was very fond of society and always had to be on hand if a bridge or a tea were on the tapis, and who exclaimed one day when the telephone jangled:

"Dear me, I wonder if Sir Walter Scott had as many interruptions as I!"

On behalf of the Women's Press Club, of Toronto, Mrs. R. G. Black, its president, presented Lady Byng with a tiny gold feather, with its letters, T.W.P.C., the badge of club membership, and Miss Doyle, president of the Canadian Women's Press Club, asked her Excellency to accept honorary membership in the C.W.P.A., reminding Lady Byng that the wife of a former Governor-General, Mrs. Simcoe, had left us delightful reminiscences of early days in Canada, and asking her if Canadians might not hope that some day Lady Byng would turn her literary gifts to the story of this country as she saw it.

New Books By Canadian Authors

"Jen of the Marshes," a new book by the Canadian author, John Frederic Herbin, of Wolfville, N. S., has just been issued by the Cornhill Publishing Co. Devoid of laborious descriptions that so often render a novel tedious and make the book heavy upon the hands of the reader, "Jen of the Marshes" is one of the liveliest novels that have appeared in recent times. The characters, instead of being "shown" by the author to the reader, literally "speak for themselves." The action takes place in romantic Acadia where was enacted the tragedy of the deportation in 1755. But "Jen of the Marshes" is not a novel about those far-off days; it is thoroughly modern and its plot shows that our present days can be as deeply interesting and romantic as the good old days our great-grandfathers enjoyed.

His Honor, Judge John L. Carleton's (Woodstock, N. B.) book, "A Medieval Hun," has just been issued by the Cornhill Publishing Company, Boston. The story is told in five interesting acts, featuring Henry IV., King of Germany and Emperor of Rome. It is well written and presents in interesting review the character of this hero of the Middle Ages.

THE PROOF-ROOM PAGE

By JOHN DRIMMY

LET ME make a general statement which will serve as a reply to one class of queries which are continually arising with regard to the use of the double consonant in such words as traveller, marvellous, equalled, etc: Should they be spelled with one or with two *l's?*

The answer is that in British publications the two *l's* are almost exclusively used while in the United States the use of the single *l* is general. Situated as we are in Canada, getting a large proportion of our reading matter from both countries, both forms must be considered correct. Each publishing house can, of course, adopt its own "style" and follow its own inclination, but in view of the extensive use of both methods it would not be right to say that either method is wrong. The subject is a complicated one and contains many exceptions. I shall no doubt have occasion to refer to it again before long.

Query.—Which of the two following expressions is correct: "He dares not do it." or, "He dare not do it?"

Answer.—Both are correct though the latter form is more generally used. This may at first sight seem strange as the third person singular of any word usually ends in *s*. In this case, however, "dare" is an old form of the preterite used as the present tense and therefore does not take the *s*. The form "dares" is generally used when followed by "to," or when the verb is transitive; e.g., "He dares to contradict me." "He dares me to do it."

Query.—Should we say, "We shall be pleased to see you," or, "We will be pleased to see you?"

Answer.—The first form is correct. "Shall" in the first person and "will" in the second and third express simple futurity or a condition beyond the control of the will. "Will" in the first person and "shall" in the second and third express promise (or willingness), determination.

Some Simple Rules

Perhaps the simplest rule that can be given is this:—

Forget the old forms of conjugation:—

I will	I shall
Thou wilt	Thou shalt
He will	He shall
We will	We shall
You will	You shall
They will	They shall

and substitute for them the following:—

I will	I shall
Thou shalt	Thou wilt
He shall	He will
We will	We shall
You shall	You will
They shall	They will

In case of doubt this rule will probably help you out of the difficulty. It will be seen that when "will" is used in the first person "shall" is used in the second and third, and vice versa.

In the case queried above, think what would be correct in the third person. Would you say, "They will be pleased to see you," or, "They shall be pleased to see you?" Undoubtedly you would use "will." Then you must use "shall" for the first person and say, "We shall be pleased to see you."

The best known illustration of the incorrect use of these two words is that supplied by the Irishman who was drowning and wanted to say, "I shall drown nobody will save me." Instead of which he cried, "I will drown, nobody shall save me." So they let him drown.

Query.—How can I tell when to use the expression, "If I were," or, "If I was," or should "were" always be used after if?

Answer.—"If I were" is correct in the case of a supposition, but where reference is made to a definite occasion or occurrence already passed, "If I was" is correct, e.g.

If I was there at all it was after midday.
If I was first I did not know it.
If I was looking at him, he could not have been behind me.
If he was ignorant then, he is not so now.
On the other hand:
If I were there he would not do it.
If I were first instead of second I would not allow that.
If I were looking at him I should know at once.
If he were ignorant I should take no notice of his conduct.

The latter four cases are all suppositious, the first four refer to definite occasions.

A Common Error

Query.—What is the real meaning of "alibi?" Is it correct to say, "He set up as an alibi that he did it in self defence?"

Answer.—No. This use of the word is wrong, the actual meaning of the word is "elsewhere" and so it comes in law to mean "a plea set up by a defendant that he was elsewhere at the time the act was committed and so could not have committed it." It has thus no doubt come to be regarded by some who do not know its true meaning as equivalent to an excuse and is sometimes thus wrongly used in newspapers. There is however no justification for such a perversion of its meaning.

Query.—What is the plural of apparatus?

Answer.—Apparatus with the u long and pronounced as the "u" in "use," or apparatuses.

Do not fall into the error of making the plural apparati which is quite wrong.

Where a word from a dead language or of foreign origin has become a thoroughly English word it is correct to form the plural according to the rule in English, e.g., bureau, pl. bureaus, whereas the French plural is bureaux

Query.—What is the correct form of the plural of employe? Is it employes or employees?

Answer.—There are two words, the English one employee, plural, employees; and the French employè, pl. employès. In the latter case male employees are spoken of if an *e* is added thus, employèe or employèes, the gender becomes feminine. The English word covers all requirements; the use of the French word is unnecessary.

THE Most Attractive Charm of Christmas is the Assurance that We Live in the Memory of Our Friends.

Construction of a Good Advertisement

The Important Points to be Considered

IT MATTERS not what classification you give any particular advertisement, it has an object in view. How that object can best be achieved is the ever-present problem of the merchant, or whosoever it may, who decides to contract for space in a newspaper, magazine, periodical or any one of the other varieties of media which may be at his disposal. If advertising were an exact science the problem would be easily solved. It is not an exact science and probably never will be—that is, so far as text matter, illustrating and method of typographical display are concerned, which happens to be the subjects under consideration now, and was occasioned by a solicitation for criticism of the advertisement shown here as Fig. 1. This is a two column newspaper advertisement. The merchant who submitted it for criticism is anxious to secure the best possible returns for the money he invests in newspaper space, and asks if an improvement could be made in the pulling power of the message, both from a copy and display point of view.

There are very few advertisements, no matter how strong their appeal, that cannot in some way be improved. Some are open to a vast improvement. This particular one no doubt could be improved to a considerable extent. Our idea of a stronger appeal is shown as Fig. 2.

We have said that advertising is not an exact science. In other words, no set of rules can be established to cover all cases. Yet a number of broad principles governing advertising have been almost universally adopted.

If an advertisement is to successfully fulfil its purpose the accepted broad principles of advertising should be adhered to. An advertisement must (1) attract attention; (2) invite reading and be easily read; (3) carry conviction, or, as one eminent man has said, that to have your advertising successful, you must get people to see it, read it, understand it, and believe it.

You Get Your Money's Worth

WHEN YOU SELECT A HEATER FROM OUR COMPLETE STOCK

WE HAVE HEATERS:- EITHER COAL OR WOOD—in all sizes, and every Stove is marked at the new and lower Prices. Get yours now while the stock is complete and be prepared for the cold weather.

—

"We Sell Stove Satisfaction"

LET US SOLVE **"YOUR"** HEATING PROBLEMS

PORTEOUS HARDWARE CO.
LIMITED
GRANDE PRAIRIE, ALTA.

FIGURE 1

HEATERS

At New and Lower Prices

HEATERS in all sizes, either coal or wood, every one of which is marked at a new and lower price. Get yours now while the stock is complete and you will be prepared for the cold weather. Remember we sell stove satisfaction.

Let us solve your heating problems

PORTEOUS HARDWARE CO.
LIMITED
GRANDE PRAIRIE, ALTA.

FIGURE 2.

It is conceded that the appearance of an advertisement determines to a great extent whether or not it will be noticed and read. Then it must arrest attention first of all. Many advertisers fail to grasp the fact that it is largely the layout which decides this. The finest of copy material may be entirely wasted through lack of attractive display.

An attractive layout is usually secured by:

Pleasing balance and contrast.
Brief headings, easily grasped.
Text matter set in readable type.
Having each unit separate and distinctive.
Proper proportions of white space.
Display lines in relative type faces.
Type set to conform to shape of ad.
A neat border that matches the type, and holds the units together without claiming too much attention, to the detriment of the message.
The use of an illustration (if possible).

A good layout, in a nutshell, means a clean-cut, readable and coherent arrangement which carries a "punch." A good heading helps to give it the necessary punch—and it is not necessary that the heading be in billboard type, which too often promotes clumsiness. But the chief method employed today to give an advertisement the desired effectiveness, is found in the use of an appropriate illustration.

Then to make an advertisement easily read the parts must be separated by white space. To make it carry conviction there must be an interesting story to tell. It must be told clearly, and in most cases briefly and to the point.

The realm of advertising is just about as complicated as the realm of law. A problem is presented with each case. This being so, we can hardly hope to treat in detail

(Continued on Page 45)

ALICE ARM AND ANYOX, BRITISH COLUMBIA

All the Mining News of the Northern B. C. Coast

THE HERALD

The Herald Brings Results to Advertisers

$2.50 a Year Alice Arm and Anyox. $3.00 to all other points

VOL. I. NO. 17 ALICE ARM, B. C. SATURDAY, SEPTEMBER 24 1921 $2.50 a Year 5 cents each

Dolly Varden Mine Commences Operations

Work Has Already Commenced and Ore Will be Shipped this Fall.

The Taylor Mining Company has decided to commence operations at the Dolly Varden Mine and work will commence at once.

Major C. B. North is in charge of operations and states that the present plan of the company are to employ between 20 and 30 men at the Dolly Varden mine during development work until shipment of about 6000 tons of ore will be made in November.

About 15 men will be employed at the Wolf mine early in December. A space engagement plant which is now at the Dolly Varden will be installed and about 500 feet of tunnel will be driven on the Wolf property this coming winter and it is hoped that it will be possible to continue operations on both properties unbroken.

Previous development work done on the Wolf property consists of one shaft timed 90 feet in length from side of diamond drilling. Several thousand feet of diamond drilling is on record by the old company with extremely satisfactory results.

It will be welcome news to everyone that at last there is a probability of the Wolf once being opened up and it is hoped that development work will press on the diamond drilling and plan another shaft on the eastern end of Alice Arm mining properties.

Trains will not be run on the railroad until about three weeks on account of having a new set of trucks installed under the Climax engine but enough food supplies and material of all kinds are at the mine to carry over that period.

The Hydro-electric power plant work was installed last summer at the Wolf mine in perfect running order and will supply all power needed both at the Dolly Varden and the Wolf. The present plant consists of 150 h.p. capacity but the proposition unfortunately has been developed with the fair width was an average of 11 feet all and was a credit to the people of Prince Rupert and the whole district of the N. C.

The town of Prince Rupert gave them cash for a free exhibition of the ball against the local team. Prince Rupert could put to the field. The ball company paying however when the game against Prince George that team being much up of the Delight Lumber Company's side as there was much profit to be derived from the games with the ducks for the winter.

Next year however there is no doubt a better understanding will be arrived at and rules will be drawn up that will eliminate any man from playing except he is a bona fide member of the town and resident of the town the team represents.

If anything is not done along these lines there probably will not be any championship games at all as there is no use to Anyox in competing.

The should the case has been reported to Prince George both Prince Rupert and Anyox have in favor of letting the game hold at for the year.

The standing of the series is as follows:

	W.	L.	Per.
Prince George	2	1	.666
Anyox	1	1	.500
Prince Rupert	1	2	.333

NORTHERN BASE-BALL CHAMPIONSHIP WON BY PRINCE GEORGE

Anyox Team Makes Good Showing

The Anyox baseball team returned home on Sunday evening on the S.S. after a most enjoyable week at Prince Rupert. They did not have the honor of bringing home the shield that they brought by Ben Ball of Prince Rupert, for the champion baseball team of the district, but they did the next best thing, that is, after winning their first game and beating Prince Rupert by the score of 4 to 1 the first time they met them the Anyox team were defeated by Prince George who had their team play after the game instead of playing it on the following day, consequently the Anyox team were beaten by Prince George had that team play after the game instead of playing it on the following day, consequently the Anyox team were beaten by Prince George who

REVIEW OF JOB SPECIMENS

If you wish an opinion on your work, send it in

From Niagara Art Press, Niagara Falls, Ontario—Your cover for the Maple Leaf Restaurant and Bakery is very neatly executed. The Maple Leaf border is especially appropriate and conforms nicely in tone with the flower ornament used inside. It appears to us that the setting might still be improved by putting the words "Maple Leaf" in the first line with the words, "Restaurant and Bakery," in the second line. Then by moving the ornament and the wording that goes with it somewhat higher, (also the box beneath), a considerable better effect would result. The matter in lower part of the cover might be brought closer together, too. It is slightly scattered as it appears now. It is a good principle to give the appearance of as few units as possible in a set-up of this nature.

From the Shaw Correspondence School, Toronto—"The Land of Romance," your booklet, giving publicity to the Shaw Correspondence in authorship is very attractive. Good taste is used in the choice of cover and inks. It is just possible that the ink used in border would appear to better advantage, however, if subdued in tone by employing a lighter shade of mauve ink, not much heavier in fact than the mauve color of the cover. The cover stock has a particularly nice tint. The inside pages are equal to the cover in appearance, and the same may be said for the envelope used for mailing the booklet.

From the Rolland Paper Company, Limited, Montreal—Your series of folders describing the various processes used in the manufacture of paper is one of the finest pieces of printing of this nature to come under our observation. The series represents excellence in color effects, and typographical arrangement, and is a distinct credit to your printers and engravers.

From the Touchwood Times Company, Touchwood, Saskatchewan—The agricultural society prize list sent in for criticism is work of which you may well feel proud. You evidently employ printers with a proper appreciation of typographical art. This is evident in the cover design, and in the typography throughout the entire book. We have not seen a prize list printed in a country office for many days to compare with its general goodness of appearance. Features that appeal to us include the ample supply of white space used to separate the various items comprising the list of events, and the uniformity of borders used in the advertisements. The press work too, is par excellence. By the way of constructive criticism it may be remarked that the ornaments appearing on the cover are a trifle heavy; they are also too numerous, and claim much more attention than the wording. A change of cover stock with the ornamentation in a light tint and the working in strong color, would, in our opinion, increase the effectiveness of the cover.

From the Standard Print, Harbor Grace, Newfoundland—The two billheads you submitted are quite well done, but savor of the old-fashioned style of type display. In both billheads you have an admixture of tpye faces, which is contrary to the best practice of to-day. One or two type styles is the now generally accepted method for securing neat and artistic results, and it is perhaps the best method yet evolved. An examination of the billhead for "The Union Store" reveals the use of five different styles of type, each different in character. The outline shaded letter used in the principal display line, is not used much to-day, although it was quite the rage a quarter of a century back. It can still be used in some cases with good effect. In this instance it is two sizes two large for millinery store printing and for the same reason we can hardly approve of the Cheltenham Bold used directly beneath it. The other letterhead is subject to a good deal of the same criticism. We would advise the use of one family of type for each piece of work of this nature, keeping to the lighter faces in the majority of cases, or for printing usually required by millinery stores, jewellers and so forth. Printing for iron founders for instance might be more appropriate in bold face type if not too large. It is greatly a matter of judgment.

From Fred H. Parson, Oshawa, Ontario—Allow us to compliment you upon the excellence of your work. Every one of the dozen proofs of advertisement you submitted bear the ear-marks of a man who knows how to arrange type that invites reading. You seem to understand proper proportions in distributing white space, and your margins are constructed with a keen eye for that which produces the best results. Considerable originality is shown in several instances. Still there is criticism we would like to make. Have you not noticed after taking the final proof of some of these advertisements that there was something which was not altogether agreeable to the eye? There is a defect, but the other good points almost make it unnotice-

THE GREAT WAR VETERANS' ASSOCIATION
OF CANADA INCORPORATED
NEW CARLISLE BRANCH
NEW CARLISLE, QUE., CANADA

CEDARCROFT STOCK FARM
S. J. HAMILTON
HIGH CLASS AYRSHIRE CATTLE
ACCREDITED HERD
RAILWAY STATIONS
C. P. R., ST. EUSTACHE
C. N. R., PRÉVOST
BELL TELEPHONE
ST. EUSTACHE 31R. 3-2
ST. EUSTACHE, QUE., 192

NORTHERN GROWN FRUIT TREES VINES · SHRUBS AND ROSES · ETC.
MILLER & HOUSE
PROPRIETORS OF
VERMONT AND CANADA NURSERIES
BEEBE, QUE.

25 YEARS EXPERIENCE · PRINTED BUSINESS STATIONERY SPECIALIST · AT YOUR SERVICE
ENVELOPES
LETTER HEADS
BILL HEADS
STATEMENTS
W. R. HOWIE
COMMERCIAL-SOCIETY
PRINTING
BEEBE, QUE., CAN.
INVITATIONS
ANNOUNCEMENTS
CARDS
SHIPPING TAGS

W. R. HOWIE, of Beebe, Quebec, evidently appreciates the modern trend in letterhead typography. Here are four specimens from his shop, reduced in size. Kennerley type, designed by F. W. Gowdy, is employed in each instance.

able. The defect is caused by employing Caslon Bold display for your display lines with Cheltenham Light in the text matter. Caslon and Cheltenham faces are foreign to each other, and consequently fail to make a good match. While the light faces of the Caslon family are frequently used for text matter in conjunction with Cheltenham display, careful students of typography aim to avoid the combination.

From E. L. Young, News-Express, Carberry, Manitoba—If anyone were to ask us how to display a sale bill we would be very much inclined to refer such a person to you. You seem to have had a world of experience in this class of work judging by the examples you sent in for criticism. The bills are not masterpieces, but you have handled the equipment at your disposal in masterly style. We like the way you have handled the Dempsey Bill the best. It is forcefully displayed and clean cut. Since you seem to have progressive and original ideas in the matter of sale bills and poster composition, we would like to suggest that you strike out on a new line of display for this class of work for country offices. We are of the opinion that bills and posters could be given the necessary punch without having to print lines in crude-looking box car letters which seems to be the universal style in this country; smaller type, less underlining and more open display would probably put the message across just as effectively, and certainly a lot more artistically.

From the Sun Publishing Company, Limited, Vancouver, B. C.—We have seen some extraordinary booklets giving publicity to United States printing and publishing firms but your booklet, entitled, "A Trip Through a Modern Printing Plant" tops anything to come to our notice concerning a Canadian printer and publisher. You have been very discreet in planning the "trip." Lengthy descriptions are avoided. You have depended upon illustrations of actual operations to tell the story, and it is an interesting story well told.

For the information of those who have not received a copy of "A Trip Through a Modern Printing Plant" it may be stated that the booklet comprises twelve pages printed in black and a yellow tint on white coated stock, the tint is used only in the border; in fact the border is a distinct feature of the booklet's attractive appearance. There are eight pages of illustrations. They cover at least two-thirds of each page and with each illustration a short description of the operation given. The course of a job is exemplified from the time the customer places the order, showing the compilation and layout of the copy and the stages and processes of manufacture in various departments until it reaches the shipper and thence to the customer. The cover of the booklet, too, deserves special mention. Brown antique stock is used; it is double folded, deckle-edge, and turned in at the end; on the latter the company's monogram is printed in embossed gold. The front page of the cover carries the title in brown ink of a darker shade than the cover; it placed in the top left-hand corner, and over are parallel 12 point rules extending clear across the page in dark green ink. The booklet measures 11½ inches in width by 9 inches in depth, and is tied together with silk cord.

Trade publications recently indicate some revival in the American newspaper publishing business. The Scripps-McRae League, which publishes twenty-five dailies in different cities, announces the inauguration of two new papers, one in Washington, D. C., and another in Knoxville, Tenn., and plans for the installation of twenty additional daily papers within the next four years, five to be undertaken in 1922. A large German language daily paper in Chicago, suspended during the war, has resumed publication. A new daily was started in Flint, Mich., November 1, and one is planned for Seattle, January 1. The Bureau of Advertising of the American Newspaper Publishers' Association, as the result of a canvass of sixty of the leading national advertisers of the United States, reports that advertising lineage of this character is increasing and that there is a good chance of improving its volume, which is now from 18 to 25 per cent. below last year, during the remainder of the year.

An Idea to Promote Sales

WITH THE idea of directing the attention of the buying public into better channels and checking the large expenditure that takes place annually for articles that are neither useful or serviceable, London, Ontario, jewellers have launched an advertising campaign to speed turnover in the lines they sell. A fund of $2,000 has been raised as a starter and will be expended in boosting jewellery sales. The copy directs attention to jewellery as appropriate, attractive, satisfying, lasting and inexpensive. No firm names are mentioned, the whole aim of the copy being to

OPPORTUNE ADVERTISING

After carrying on an aggressive campaign with a series of community advertisements in local daily papers, in which no names were mentioned, London jewellers put forth a united effort in a full page display. The page appeared in the London Free Press, it is a fine specimen of typography and is a credit to the Free Press Staff.

suggest to buyers the real value of jewellery, and to get them thinking of jewellery. The holiday season was deemed an opportune time to launch the campaign and results are already apparent in the unusually large volume of jewellery purchased by early Christmas shoppers. This in a period too when people are buying conservatively. London jewellers say they are getting the business and are already planning to enlarge their campaign so as to keep jewellery buying before the people all the year.

"Business has been really good," said C. R. Sumner, president of London Retail Jewellers' Association. "The jewellers are doing a real service not only for themselves but for a great number of people in directing buying so that money will not be wasted. In the past thousands of dollars was spent every Christmas on what might well be termed junk. People bought freely of articles that were useless, did not last and were expensive. The jewellers can get this business and we feel that by going after it in a co-operative way that we are working along the right lines. The success of our preliminary advertising has more than justified our expectations."

There is an idea presented in the foregoing that might well be promoted by the advertising departments of newspapers throughout the Dominion.

TRADE NEWS

Among the recent callers at the house of J. M. Huber, 366-378 Adelaide street west, Toronto, was Mr. H. W. Huber, who has just returned from their agency at Blackfriars House, London, E. C. 4, England. Mr. Huber was very optimistic about business conditions in Europe. In his opinion industry is returning to normal in England almost faster than here, and Great Britain's foreign trade is steadily increasing. In Denmark, Belgium, Holland and Germany, Mr. Huber likewise found signs of increasing industrial activity, which gives promise of a quick return of the foregn trade which is necessary to stimulate industry on the American continent.

R. Hoe and Co. announce they have just received an order from Messrs. Bradbury, Agnew & Co., of London, for a second magazine press to be used for printing the world-famous humorous weekly, Punch. This machine will be built in R. Hoe & Co.'s London works.

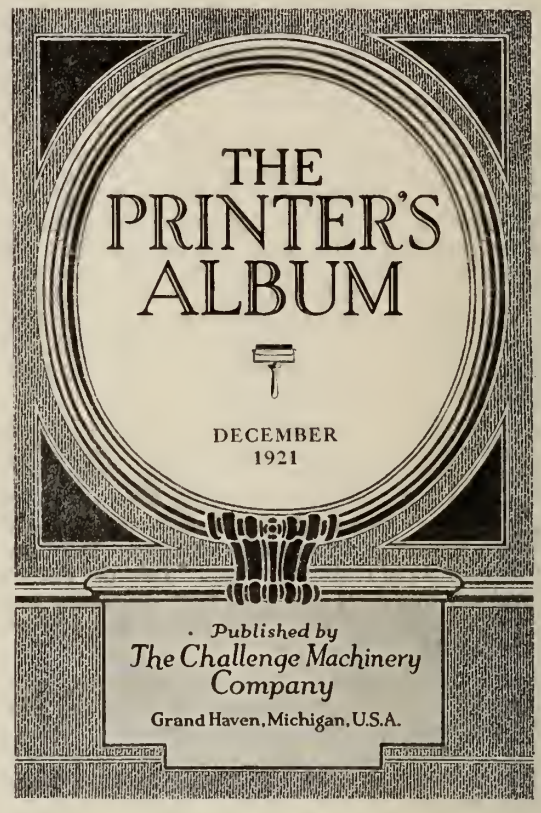
Luckett Loose Leaf, Limited, announces the sale of the business as a whole, to a new company, organized for that purpose. The new company, which is to be known as Vawter-Luckett, Limited, assumes all the assets and liabilities of the Luckett Loose Leaf, Limited. Vawter-Luckett, Limited, will include Frank M. Vawter, who for 28 years has had active charge of the manufacturing plants of the Baker-Vawter Company, of Benton Harbor, Michigan, and Holyoke, Mass., and James S. Luckett, founder and builder of Luckett Loose Leaf, Limited. Mr. Vawter, by virtue of his previous connection, will need little introduction. The Baker-Vawter Company, originated loose leaf and were for years the only manufacturers of this class of goods. They also put the first steel-filing cabinet on the market. The responsibility for creating and maintaining the company's standards has rested on Mr. Vawter's shoulders. He brings into Vawter-Luckett, Limited, years of ripe experience. He will give the new company his undivided time and will have entire charge of the manufacturing. Mr. Luckett gave Canada the first loose leaf company selling to the trade only, and the first and only company in Canada manufacturing memo and ring metals. The plans of the new company include a complete new catalogue, new manufacturing equipment, larger stocks and concentration on the details of manufacturing loose leaf in Canada. The selling policy will not be changed, as accounts will be carried with the trade only—no sales to consumers. Vawter-Luckett, Limited, also wish to announce that it is an independent organization with no connection with any other company in Canada or the United States.

Mr. H. D. Best, assistant to the president of the Lanston Monotype Machine Company, Philadelphia, left on the Aquitania for London to be the guest of the Englsh affiliated company, Lanston Monotype Company, Ltd. The occasion of this visit is a great convention of all the representatives of the English corporation. Mr. Best is to address this convention on "The Success of the Monotype Non-Distribution in the United States and Canada." Mr. Best will be accompanied by Mrs. Best, and a number of social affairs are being planned in her honor.

Fred. C. Grumman, former assistant manager of the New York agency of the Mergenthaler Linotype Company, has been appointed manager of that agency to succeed Walter H. Savory, the newly-elected personal representative of the vice-president and general manager of that company. On May 18, 1916, Mr. Grumman became a salesman for the makers of the linotype, and was soon given an important territory in New York city. His rise to the position of assistant to the manager and then to that of assistant manager was rapid, and his recent advancement to the managership of the agency proved no surprise to his associates.

The Printing Press Extension Delivery Company, New York, have announced a new electrically-heated apparatus to be attached to number one roller of a cylinder press. With this attachment the pressman will be able to start his press and secure proper inking in seven minutes, as against thirty and forty minutes without the attachment.

The publisher of the average country newspaper has always found difficulty in the preparation of effective advertisements for the country merchants. It is impossible for either the publisher or the merchant to employ a high grade advertising man to prepare such advertisements. It has remained for the Porte Publishing Company of Salt Lake City, to include in its Franklin Service each month clip sheets of display advertisements that are adaptable to the needs of the average merchant of all classes of business in the smaller towns.



WELCOME BACK!

The Printer's Album, published by the Challenge Machinery Co., Grand Haven, Michigan is back in the field after an absence of four years. Publication of this splendidly printed house organ was suspended owing to causes arising out of the war. The December issue, the front-page of which is shown above, contains a good feature article by Robert F. Salade, bearing the title "How to Effect Economy in the Press Room," to this there is other reading of interest to the craft. The Album contains a number of advertisements on Challenge Machinery products; the advertisements are all remarkable examples of correct typography.

In case you are not acquainted, allow us to present the new sales manager of the F. Wesel Manufacturing Company, Brooklyn, Mr. Adolph F. Hess. Back in 1902 Mr. Hess was plugging away for the Photo-Electrotype Engraving Company, and it seems that his work there involved the making of photographs of Wesel machinery. It was then the F. Wesel Manufacturing Company got the idea that Mr. Hess might be of assistance in furthering their interests in the photo-engraving field, with the result that he became associated with the company. This was in December, 1902. In 1904, Mr. Hess left the Wesel Company to go with the Tymphan Company, which later was incorporated under the name of United Printing Machinery Company. It was here that Mr. Hess had a very sad experience. While setting up a Chapman Neutralizer one day some handy person threw on a switch, which delivered a couple of thousand volts to our perspiring Mr. Hess, and since then he has always claimed that this was the cause of stunting his growth. After a few years with the Golding Manufacturing Company and Barnhardt Bros. & Spindler, Mr. Hess returned to the F. Wesel Manufacturing Company, in September, 1908, and has been with the company since then.

The Printers' Machinery Co., Limited, Toronto, has been incorported to manufacture and repair machin-

ery. The firm have now been in operation for over a month and report good business. J. F. McGuire is the manager.

The eighth annual British Industries Fair which embraces a large number of the most important lines of British trade, will be held in London and Birmingham from 27th February to 10th March. This is purely a trade fair, where buyer and seller meet, not an exhibition. This fair, whether regarded from the point of view of size, diversity of products shown or resultant business, now surpasses in importance and value to the world's markets any other trade fair of similar purpose. A visit to the fair will convince overseas buyers that enormous strides have been made in Britain's post-war production. A considerable number of Canadian buyers are making arrangements to attend. Admittance is restricted to trade buyers on invitation of the British Government, and business is not impeded by crowds of sightseers.

Mr. Mark Garlick, well known to printers, especially throughout the west and southwest, through his long connection with nationally-known printers' supply firms, has become associated with the Challenge Machinery Co., Grand Haven, Michigan. Mr. Garlick's genial personality and long experience in the printers' supply and cylinder press field should prove valuable to the Challenge Machinery Company.

After six years of suspended publication, due to the war, the Linotype Record again appears on the scene of its former activities. The Record appears to have lost nothing during its absence. It is as attractively printed as ever, or probably, we should say, it has made a considerable advance in some respects, principally typographic. The Record shows an illustration of the building where the new executive offices of Linotype and Machinery Limited, are situated, and a splendid building it is. The address is 9 Kingsway, London, W.C. 2. The Record also shows the new linotype technical school for the instruction of working printers in linotype typography, at 14 Norwich street, London.

Construction of a Good Advertisement

(Continued from Page 40)

the complex ramifications of the principles enunciated here. However, by keeping the few broad principles of good advertising in mind, the casual copy writer has something definite to aim at; experience and practice will then gradually unfold and prove their value.

Now, how does it so happen that there is so much hit-or-miss affecting the presentation of advertisements in newspapers throughout the country? This may be readily explained. Consider, for instance, the advertisement shown in Fig. 1. Evidently the author is not a technically trained ad writer, which is certainly no reflection upon his ability, pertaining to his legitimate calling. Consequently, the advertisement is not written to the best possible advantage. The salient feature, which happens to be "heaters, at new and lower prices," is not played up, to use a newspaper expression. Then in the second place the compositor, or printer, who constructed the type arrangement, "slipped up" to some extent in his part of the work, inasmuch as he failed to make good the deficiencies of the copy writer.

The printer is not always to blame if an advertisement lacks selling qualities. He is often obliged to conform to the dictation of the ad writer, and if the ad writer is not technically trained, indifferent results follow.

Bring Out Vital Features First

It is the contention of the writer, based on several years' experience, that the advertisement of the Porteous Hardware Company would be more productive of results by boldly displaying the subject of the message at the commencement, along with the selling points, "at new and lower prices," as shown in Fig. 2. The message is almost sure to catch the eye of every reader of the paper, and anyone who is thinking of buying a heater will not likely pass it over. The Porteous Hardware Company will be remembered more readily, too, by those who are not concerned about buying heaters today, but who may be ready to purchase some time in the future.

We believe that our re-set, Fig. 2, presents the message with more telling effect than the original, Fig. 1, but the former likewise is open to improvement. How much more effective it would have been to have included prices! Of course, it is appreciated that the Porteous Hardware Company may not care to give vital business tips to their competitors. Nevertheless, the backbone of the message, we believe, has been sacrificed by this omission.

Modern Method of Preparing Copy

It is a fact worthy of note that the city dailies carry more effective, sales-pulling advertisements than the country weeklies. Two reasons may be pointed to for this. Nearly all city newspaper advertising is written by trained ad writers, and the city printer, generally speaking, is more a highly trained display compositor. The business of advertising is conducted something after this fashion in the cities: The ad writer prepares his copy and layout with pen or pencil. The layout indicates pretty closely what the ad writer has in mind. In many cases it is almost an exact re-production of the advertisement; the headings, sub-headings, prices, name and address, etc., are all carefully allocated, with marginal notes indicating the type to be used. The places for the text matter are shown on the layout by drawn lines very often, and the matter is usually carried on a separate type-written sheet. The text-matter then finds its proper place by the use of corresponding numbers. The most approved method is to typewrite the complete advertisement separately, including everything in the layout. Thus the chance of getting any of the text in the wrong place is minimized.

If there is a good understanding between advertiser and publisher this painstaking and rather time-consuming method is not necessary in all its details. A rough pencil layout and type-written copy is all that is necessary. The publisher and his staff have learned from experience the requirements of the case. That is, the kind of border and type preferred by the advertiser; bold or conservative display; an abundance of white space, or a limited amount, and other peculiarities. Of course, a carefully planned layout will always indicate these points, but the hurriedly-planned layout leaves much to the compositor's judgment.

"THE PRACTICAL COST SYSTEM FOR PRINTING OFFICES"

This is the title of a series of articles by R. T. Porte. They are to appear in future issues of *Printer and Publisher*. Mr. Porte is the originator of the universally-known Franklin Price List, and he is undoubtedly the outstanding authority on printing costs in America.

Readers of *Printer and Publisher* should watch for Mr. Porte's articles. They are true to their title and are of extreme interest to everyone engaged in the printing business.

David Bean, one of the best known publishers in Western Ontario, died at Waterloo, Ontario, November 28, after an illness of several years. In 1889 he purchased the Waterloo Chronicle, and in 1899 he bought the Kitchener Daily Telegraph. He was an ex-mayor of Waterloo and a director of the Dominion Fire Insurance Co. almost since its inception. He is survived by three daughters and three sons.

CROSS-CANADA NEWS

Items of interest to the craft picked up from Coast to Coast

Percy Ellsworth Covey, well known in Halifax newspaper circles, died at Boston, December 4, of valvular heart disease.

The National Pictorial magazine which has recently been sold to Toronto interests will be published by the McLellan Publishing Company at 81 Victoria street, Toronto.

J. A. M. Armstrong who was a Conservative candidate for North York, announced his intention of issuing a write for $50,000 against the Toronto Star for libel alleged to be contained in an article in their noon edition of December 5th.

Some forty newspaper men, headed by Sir Adam Beck, chairman of the Hydro-Electric Power Commission, witnessed the last blast of dynamite, signalizing the completion of the great Chippawa Power Development, the largest single power project in the world.

T. C. Lapp, son of the late C. A. Lapp, for many years editor and proprietor of the Brighton Ensign and a brother of Mr. Clarence Lapp, the present proprietor, has been appointed editor of The Veteran, the official organ of the Great War Veterans' Association of Canada. He is a nephew of Dr. T. C. Lapp, Cobourg.

The first of a series of editorial nights under the auspices of the Canadian National Newspapers and Periodicals Association has been announced for December 15th, at Toronto. The subject to be discussed is, "The Relationship of the Editors to Circulation." The subject is to be introduced by R. S. Hamilton, H. Gagnier Limited, Toronto, and E. Dewitt Hutt, MacLean Publishing Co. will reply.

A pleasing event took place last month in a Toronto Newspaper office when the United staffs of The Mail and Empire and The Sunday World presented Mr. G. Herbert Lash, M.C., and bar, editor of The Sunday World, with a handsome chesterfield, on the occasion of his marriage to Miss Jeannie I. Drummond of Montreal. The presentation was made by Mr. C. A. C. Jennings, editor of The Mail and Empire, in the presence of the various heads of the departments and a large number of Mr. Lash's friends and business associates.

The Rhodes Scholarship for the Province of Manitoba has been awarded to Mr. Graham Spry, a son of Lieut-Col. D. W. V. Spry, O. B. E., D. A. A., and G. M. G. Mr. Spry is an Ontario boy, having been born in St. Thomas. He served overseas for two years being attached to the artillery. He is considered one of the best all-round students at the University of Manitoba, and is a member of the Zeta Psi fraternity. Among his other activities, Mr. Spry includes newspaper work, having been on the staff of The Manitoba Free Press in his summer vacations. He is also a member of the editorial staff of The Manitoban, a university publication.

Criticizing severely an evening newspaper which had referred to a Canadian statesman as a "worm," G. R. Roach, lecturing in Toronto on "Canadian Patriotism," declared that there should be a law of "lese majeste" in Canada to protect great leaders from the small-minded. Mr. Roach took the ground that irrespective of parties and platforms Canada's three present political pilots were great national leaders, and, as such, were entitled to respect. The three leaders, he said, were chosen as such from among their followers for the very reason, presumably, that they were leaders of thought among Canadians.

In order to perpetuate and solidify the spirit of friendship and good will between Canada and the United States, Canadians of Philadelphia have just started the publication of the "The Border Gateway," a monthly magazine. It is the purpose of the magazine to furnish a medium through which Americans and Britons—from all parts—can reach a fuller and more complete understanding. "As spokesman for 2,000,000 Canadian-Americans we make our bow," says the Border Gateway in its first issue. "We do not seek to urge or to stem the human tides that flow across the border. Editorially we care nothing for the political questions that mean so much to many on both sides Race, color and religion do not enter into our editorial mind But we who are here know America. We want the millions we left in the North to know it, too. And we want Americans who know little of the real Canada to realize and appreciate its wonders and resources—the felicity of the people."

Mr. Geo. W. Davidson of Czar, Alta., has disposed of the Czar Clipper to Editor Betts of Hughenden, who will also continue to publish the Hughenden Record.

Elmer A. Belding, formerly of St. John, is now editor of Whiz Bangs, a monthly official organ of Vimy Camp. No. 1, American Volunteers of the Canadian expeditionary forces. Whiz Bangs is published in Boston.

The Fleming Publishing Co., publishers of the Sun-Times, Owen Sound, have acquired new and larger premises to accommodate extensions to their plant equipment. The business of this company continues to grow.

Mr. Edward Beck has been appointed secretary and Manager of the Canadian Pulp and Paper Association. He succeeds Mr. A. L. Dawe, who resigned in order to associate himself with the Canadian Export Paper Company.

The Canadian Red Cross Society have decided to publish a magazine to be known as the "Red Cross Junior." The purpose of the magazine is to assist in building up a junior Red Cross organization to instruct children in health habits.

L. M. Roberts of Montreal, advertising agent, and publisher of the McGill Daily is reorganizing and will shortly be doing business under the name of the World Wide Advertising Corp., affiliated with the New York concern. The new company has taken additional offices in the Coronation Building.

A. R. Sills, for the past three years advertising manager of the Brandon *Sun*, has been appointed advertising manager of the Kitchener *Telegraph*. Mr. Sills was previously connected with J. Bower Lyon Advertising Service of Ottawa, and later with A. McKim Limited at Montreal and Winnipeg.

Albert Smoke, a Peterboro Indian, won the time-honored Hamilton Herald road race this year. The race is run annually over the famous around-the-bay course. It was a clean-cut victory for the Indian runner. The Herald devoted over a page of space to reports and illustrations of the event, which has been a leading feature of the November sporting calendar in Hamilton for many years.

Mr. Arthur Dowe recently resigned his position as secretary of the Canadian Pulp Co. of Montreal. Mr. Edward Beck, his successor, returned from Europe— after having spent the summer there as a representative of the C.P. & P. Association, investigating forest conditions. His investigations have principally to do with the part played by the state and by the private owners in the maintenance of forest resources.

The marriage took place November 5th, in London, England, of Peter O'Donovan, formerly of the editorial staff of the Toronto Saturday Night, to Miss Elizabeth Wilson, Heathview Gardens, Putney Heath, London. "P.O.D." came to Toronto from Montreal. His brilliant literary style attracted the notice of Lord Beaverbrook who retained him for the London Express. He is now with the Anglo Persian Oil Co., a Beaverbrook enterprise.

Toronto's new morning paper, the Graphic, is to be permanent. At least Mr. John Lang, the self-confessed head of the venture, says so. "There is no doubt about it at all," he avers. "The publication is to be permanent. It will support the protectionist cause and sane liquor legislation." Mr. Lang said that an entirely new plant and equipment were being purchased, but was unable to say where they would be located. He declined to make public the name of the Toronto financier said to be backing the project, but claims there is such a person.

The Walkerton Telescope comes to the rescue of the weekly paper in this fashion: "City dailies find joy in holding up to ridicule the 'trivialities' found in the columns of the rural weeklies, such as, 'Bill Jones has treated his barn to a fresh coat of paint.' Next time one of these clever paragraphers is out of copy we would suggest that he turn attention to the society pages of the Toronto dailies. He will find plenty of food for comment, for instance, in the custom of devoting space wholesale to the names of the Toronto nobility who occupy seats at Massey Hall concerts. Bill Jones' real contribution to community betterment requires only two lines for its telling. It takes half a column or so to tell the world the important news that the Toronto 'smart set' have climbed into their boiled shirts and gone to a show."

Mr. W. J. Church of Waterford, Ont., is seeking information regarding his brother, George J. Church, a printer by trade, whom he has not seen for 17 years. He describes him as being fair complexioned, six feet tall and slim, and his age to be about 42 years.

P. M. Draper, secretary of the Dominion Trades and Labor Congress, who has been appointed director of the government printing bureau at Ottawa began as a compositor 28 years ago. This position was created in reorganization proceedings several months ago. The initial salary is $4,500, and the maximum $5,100.

The Camrose Canadian announces that they have secured over one thousand new subscribers through a subscription contest conducted by themselves. A dozen candidates are in the running for the prizes which consist of piano, phonograph, watches and two Ford cars (one for town and one for country contestants). Efforts are also being made to increase their list of twenty country correspondents.

Frank H. Avery has been appointed Promotion Manager of the Manitoba Free Press, Winnipeg, and is now in active charge of that department, the scope of which is being extended to take in all the various activities of the merchandising department of a modern newspaper. Mr. Avery was formerly city editor of the Free Press and has had an extensive experience in all departments of newspaper work, in addition to department store advertising experience.

"The Blue Bell" is the title of a trim looking Magazine, that has made its bow to the reading world, more especially to the officers of the Bell Telephone Co. of Canada, for whose special interest it is being published. It will be issued monthly; it will tell the members of the big staff what each is doing here and there; it will be a clearing house for ideas enabling the employes to get and to give the benefit of the best that is being accomplished in the public service throughout the whole field.

With the object of giving Canada a great popular magazine, Robert McLelland, a banker and broker of Toronto, has acquired control of the National Pictorial Magazine, Windsor, Ontario, which was undergoing reorganization, and moved it to Toronto. The National Pictorial will be enlarged and improved, and a $500,000 company formed to produce it and insure its future. The Toronto financiers hope to erect a building and instal an up-to-date printing and publishing plant in the city of Toronto to manufacture the National Pictorial and its associated papers and magazines.

Toronto has been granted a franchise in the Union Printers National Baseball League. It is the largest national amateur baseball league in the world, and includes in the circuit New York, Philadelphia, Washington, Boston, Pittsburg, Cincinnati, St. Louis, Cleveland, Indianapolis, St. Paul, Chicago and Detroit. By the admission of Toronto it will make it an international league, and the name of the league will be changed to the Union Printers International Baseball League. Tournaments are held annually in one of the cities of the league some time during the month of August, and lasts a week This year the tournament was held in Detroit.

The Galt Reporter has celebrated its 75th birthday. It is among Canada's oldest and honored daily newspapers. Mr. Peter Jaffray and his four sons were the editor and practically the staff at its beginning, and hand-setting and hand presses were the order of the day. Mr. Jaffray had been editor of the Shrewsbury Chronicle in England before coming to Canada, and, although he expected to turn to farming in his new home, and that, by the way, in the neighborhood of Goderich, he shortly drifted back to Galt and bought the Dumfries Courier, changing its name to The Galt Reporter, and publishing his first sheet on Friday November 11th, 1846.

Last month the Chatham News became of age. It was in November, 1900, that the News passed into the hands of its present publisher and proprietor, A. C. Woodward. In 1900 Mr. Woodward purchased the Chatham Banner, changing the name to that of the Chatham Banner-News. A few years later the Banner was dropped, and as the Chatham News this enterprising daily has enjoyed a steadily increasing measure of popularity and support. That its prosperity rested on a solid basis is very well shown by the fact that to celebrate its coming of age the News installed a new Goss straight line perfecting press, the first of its kind in operation between London and Windsor. The Daily News also claims the distinction of installing the first linotype machine in Chatham. Similar development have taken place in other branches, and it is natural, therefore, that these advances have now been reflected in the installations of modern rotary press. There are a number of influential dailies in the smaller cities of Ontario which are keeping well apace with their opportunities. The Chatham Daily News is one of them.

Mr. L. Keats, formerly of the Goodyear Advertising Department, and Mr. K. L. Newton, recently with the International Nickel Company, have joined the staff of the Hugh C. MacLean Publications.

Jack Spanner, for many years associated with the Armac Press, Toronto, has been appointed supervisor of the printing department of the Institute for the Blind at Belleville, Ont.

The B. C. Teachers' Federation Magazine has made its official bow to the public. In a first number it is desirable that the whole of the data dealing with an organization of a professional character should be placed before the public, and this has been done in the magazine.

A jury in the Toronto assizes before Mr. Justice Orde awarded Lionel T. Rogers, 384A Roncesvalles avenue, $1,800 and costs for malicious prosecution and false arrest. Mr. Rogers sued the Dominion Embossing and Printing Co. and Joseph Levinsky, a member of the firm, for $10,000 damages.

Government surveyors and engineers carrying their lines across the far northern banks of the great Mackenzie river during the past summer, received news daily from all parts of Canada, the British Empire, Japan, Cuba and the Philippines. Every 24 hours they checked their time with the chronometers at Annapolis, Maryland. All this they did by means of a portable wireless receiving set, carried by one of the three Dominion Land Survey parties.

Miss Anne Merrill gave an interesting little luncheon on Nov. 3, in Toronto, for Mrs. Achille Frechette and sister, Miss Howells and Miss Mary Margaret ("Vive") Frechette, those who had the pleasure of meeting them being Mrs. R. G. Black, President of the Toronto Woman's Press Club; Mrs. J. E. Atkinson, Mrs. Frank Egerton and Miss Irene Todd. The visitors, with Mr. Frechette, left afterward for Victoria, where they will spend the winter.

William P. F. Ferguson, editor of the News-Herald of Franklin, Pa., was denied admission to his own country on October 18th, when he attempted to board the steamer America at Port Arthur to go to Isle Royale for an outing. Mr. Ferguson, who is a typical Yankee in appearance, manner and speech, has been visiting the Isle Royale resorts for a great many years, and for about twelve years past has been taking the Port Arthur route. When he arrived on the Huronic, and, going to the America's dock, attempted to board that boat, he was met by the officer who handles both the customs and immigration, and his entry denied. After a little "red tape" Mr. Ferguson was able to resume his journey.

A party of newspaper men who had been in Halifax to witness the race between the Bluenose and the Elsie, started back to Boston with their stories and special feature pictures. How to get there first and get a "scoop," was the problem. When the party reached Moncton on the Ocean Limited they learned that they were too late to catch the train to St. John, N.B., and the majority kept right on to Montreal, intending to get from there to the Hub. A reporter named Murphy, of the Boston Post, decided to play a lone hand and telephoned to Fredericton for an aeroplane. Failing to get one to take him to Boston, he hired a special train, arriving at St. John, N. B., at 1.25 Sunday morning. When the train arrived an auto was waiting and he was rushed off to Bangor, where he caught a train for Boston.

The Lanark "Era," in its issue of October 26, announces the installation of a new Linotype machine. In the course of the announcement, the "Era" says: "For over twenty-five years the Lanark Era has been put in form by hand-setting, a job one must learn to be of any use. Now we set up the news by machinery, and also cast each line into one solid slug. The task of setting is much easier and more quickly done. This machine, which has as many as 10,000 parts, is operated by electricity and so designed, that if anything goes wrong in any one part, the machine stops, breaking nothing. It has an electric melting pot which attains a steady heat, being also automatically controlled. In the past we were always handicapped to handle all the news we received, but now with this machine, we want news." Lanark village is not a very large place, but if this initiative on the part of the "Era" reflects the progressiveness of the community, it is some live place.

Newcastle Independent Changes Hands

The Newcastle Independent has been sold to M. A. James and Sons, of Bowmanville, Ontario. George W. James is now the editor and manager of the paper, and under his direction the Independent has every reason to grow and prosper. Changes already effected in the production of the paper give ample evidence of the progressive spirit behind it. Some of the ideals of the new editor as set forth in the Independent follow:

"Every reasonable means will be made to give the news impartially, without fear, favor or affection, regardless of party, sect, or interests involved; to make of the columns of The Independent a forum for the consideration of all questions of public importance. To this end intelligent discussion is invited from all shades of opinion.

"In order to give a more efficient service The Independent will, starting this issue, be set up on a modern typesetting machine, known as a Linotype; will be printed on a large Whitlock 2-cylinder press and folded by machinery.

"The mechanical department of the newspaper and job printing is under the personal supervision of Norman S. B. James, with whom a joint partnership exists under the firm name of M. A. James & Sons."

Opens Agency In Hamilton

The Federal Advertising Agency, Limited, with headquarters at London, Ont., has opened an office in Hamilton, Ont. In his announcement of this new branch opening, Mr. T. H. Yull, the president, states that in his opinion, this expansion merely anticipates the general prosperity which will shortly return throughout Canada. "Advertising," he says, "usually feels the impetus of bettering conditions months in advance of general business, and if the recent increase in our business is taken as an indication, the Dominion will soon witness a remarkable reversion to the prosperity which is its normal possession." The Federal Advertising Agency, Limited, is one of the newer Canadian agencies and has had a rapid growth. It has recently doubled its floor space in the London office. Founded in 1915, the business conducted alone by Mr. Yull in the first few months, now employs a large staff, serving some forty clients in many different lines of endeavor. The new Hamilton office will be located in the Landed Banking and Loan Building, and will be in charge of Mr. S. P. Westaway, who left the Standard Oil Company to join the Federal forces. Mr. Westaway is a man of long advertising and merchandising experience.

Not a New Development

While the $2.00 subscription rate among weekly newspaper publishers has received a widespread stamp of approval, there are not a few publishers who place this standard in the category of dreams that never come true.

It may be news to some weekly newspaper publishers that the $2.00 rate is not altogether a recent development, born out of war conditions. Here is the proof:

While getting things in shape for an auction sale a short time ago, J. B. Lockwood, of Niagara-on-the-Lake, Ontario, unearthed an old copy of The Niagara Mail, which was printed in that town over seventy-three years ago, the paper bearing the date of September 20th, 1848, and being No. 25, Vol. 3.

"It is interesting to note," says the *Niagara Advance*, "that, although it is only a four-page sheet, the subscription rates are higher than those of papers printed today, the price being $2.50 per year, or $2.00 if paid in advance. The advertising rates are also considerably higher than are now being charged."

This should lend courage to weekly publishers who are inclined to be timid, to strike out for the $2.00 rate. Of course, any newspaper demanding the $2.00 should give value for value received, as no doubt The Niagara Mail did in accordance with the practice of that day.

Andrew MacLean Takes Charge at Winnipeg

Andrew D. MacLean, son of Major Hugh C. MacLean, has been appointed manager of the Hugh C. MacLean Company, Limited, of Winnipeg and Vancouver, publishers of Western Lumberman, Western Canada Coal Review, Western Canada Contractor and The Commercial.

He was born in 1896. Educated at Upper Canada College, and at Appleby School, Oakville, he completed his studies in June, 1916, and immediately offered his services to Canada for the Royal Canadian Naval Volunteer Reserve. His efforts in that direction meeting with discouragement he went to England in October, 1916, at his own expense. Immediately on arrival he applied to the Admiralty for a commission, was accepted and gazetted a lieutenant on December 10th, 1916.

After the usual course at Greenwich and Southampton, he was sent to Eastern Mediterranean as second officer of M. L. 198. Subsequently he was on the Aegean Sea—Mudros, Salonika, Malta, etc.—for sixteen months, and from there was transferred to the Adriatic attached to the Italian Navy. After some months service there, he applied for "General Service." His application was approved, and he was ordered to report to Whale Island for a course in advanced gunnery and torpedo work, an opportunity offered few, if any, Canadians. Upon the completion of this course, he was appointed to H. M. S. "Ioberts," a monitor, and a few months later was transferred to H. M. S. "Cleopatra," a modern light cruiser attached to the Grand Fleet. He was present at the surrender of the German fleet, his ship, the "Cleopatra," leading the German light cruisers to their anchorage at Scapa Flow.

On returning from overseas he was with the editorial staff of the Toronto News for twelve months. Following this experience he spent another year going through all departments of the MacLean Publishing Company and also the Hugh C. MacLean Publications.

The Value of Publicity

The Kingston "Standard" in a recent issue published a story, regarding the finding of a brooch some fifteen years ago by a woman who wrote expressing her conscience-stricken feeling and her desire to enlist the paper's services in trying to locate the owner after so many years, which was widely read. That it brought its result was proved when in the next morning's mail came a letter to the "Repentant Woman," written by a local lady, who remembered losing a valuable brooch about the time mentioned, and giving a description of it. This description will be given to the "Repentant Woman" in question, and if it proves to tally with that of the brooch picked up fifteen years ago, the lady will return it to the owner. Whether or not the brooch proves to be the same one, this quick response to the "Standard's" appeal shows again the value of publicity and the results which are constantly being obtained by those who use either the news or the advertising columns. Judging from this instance, the "Standard" evidently reaches the right people and is read thoroughly, a point worth remembering.

Demonstrates Standard Guide

Mr. J. Tarrant, Department of Research, United Typothetae of America, demonstrated the use of the Standard Guide for Estimating at a meeting of the Typothetae members held in the King Edward Hotel on December 5th.

The meeting was very interesting from an educational point of view and members were shown how to arrive at the correct method of estimating through the Standard Guide. The figures given in the book are compiled from thousands of samples of printing which are collected by the United Typothetae of America. No estimated figures appear in the book and each price arrived at is based on the average obtained from all over Canada and the United States.

The Guide is invaluable to commercial printers and book-binders for checking-up purposes.

It is the intention of the Educational and Cost Finding Committee to commence classes of instruction in the use of the Standard Guide early in the new year.

Phone Adel. 5458 *Night Phone Jct. 2987*

A Few Choice

REBUILT MACHINES

540—No. 43 Optimus Press, bed 28½x41
521—Scott Drum Cylinder, bed 24½x31
409—11x17 Auto Press, hand fed
539—14x22 Colts Armory
530—12x18 Auto Press
486—18x22½ Falcon Press
1695—10x15 Golding Press with direct connected motor, 25 cycle 220 volt, single phase
1691—11¼x17½ Haddon Safety Press
1670—38" Auto Seybold Cutter
497—19" W. & B. Lever Cutter
502—16" Challenge Lever Cutter
396—New Jersey Wire Stitcher, ¾ in.
512—No. 7 Brehmer Wire Stitcher
536—No. 8 Brehmer Wire Stitcher on Stand
529—New Jersey Wire Stitcher, ½ in.
442—24" Rosback Treadle Perforator
407—500 lbs. Metal Pot, gas

10 SECOND HAND CABINETS

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

130 West Wellington Street, TORONTO

SPEND!

"THOSE who will not profit by experience deserve to suffer. Experience has taught thousands of successful business men that a dollar hoarded when it should be expended on advertising is worse than a dollar thrown away. This is particularly true of the time when the inclination to **conserve** is strongest."

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL

PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words ; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE — NEWSPAPER AND JOB Plant in good Saskatchewan town. Now publishing two weekly papers. Big volume job work. Proprietor made fortune in few years and wants to remove to California. Big job for big man. Price, all equipment, including linotype, $10,000. Easy terms. Box 822, Canadian Printer and Publisher. (p12p)

SAWS FREE—MILLER, LACLEDE, SYSTEM Point-Set, Others—Only $5.50. This price includes saw Furnished Free when saw you buy is worn out thru sharpening by us. Let us sharpen your saws until new saw needed and never again will you have to spend another cent on new saws. WONDERSAW, 202 W. 20th St., New York. (p3p)

FOR SALE — MILLER SAW-TRIMMER; cost $450; sell for $350; terms; good as new. TYPE, 202, care New York World. (p3p)

OPPORTUNITIES

MONOTYPE KEYBOARD OPERATORS OF ability always in demand. We offer you the opportunity to better yourself. By attending one of our schools for a few months the compositor fits himself for a position with better pay, better working conditions and a chance for advancement. We are selling keyboards as fast as we can make them, over 50 per cent. are for new plants, which means more operators wanted. Free Schools in Philadelphia, New York, Chicago and Toronto. Write the city nearest you for information. LANSTON MONOTYPE MACHINE COMPANY. P.9.P.

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Write for detailed information. Sent by return mail. Write and write now. Box 703, Printer and Publisher. (pmp)

For Sale

ONE

OFFICIAL

HAND PRESS

Size 6 ins. by 9 ins. inside chase measurement, used very little, and has been put in first class shape, making it practically a new press.

Price $50

APPLY BOX 810

CANADIAN
PRINTER & PUBLISHER

143-153 University Ave.
TORONTO

WANTED

PRINTER WANTED FOR ADVERTISEments and job work. Apply, stating fully experience and wages wanted, mentioning Printer and Publisher, to The Reformer, Oshawa, Ont. (pmp)

COMPOSING ROOM FOREMAN WANTED by publishing house doing the better class work. The applicant must prove his ability and reliability; position permanent with excellent salary. Open shop, 48-hour week. Give definite information with application. Apply Box 808, Printer and Publisher. (p11p)

Expert typographer and layout man wanted. Give age, experience and salary required. Southam Press, Ltd., Montreal, Canada. (P.12.P.)

WANTED — PARTICULARS OF a double-feed reciprocating platen printing machine. Will makers send particulars to Information, care of MacLean Publishing Co., Ltd.

Are You Able to Turn Your Spare Hours into Dollars?

If not—and you are really trying to cash in on the spare moments you have—if you have made up your mind to sail in and actually increase your monthly income without hindering your regular work — you surely want to hear about this plan. Write for complete details to

Box 700
Printer & Publisher

EMPLOYERS! BUSINESS MEN! EMPLOYEES!

WHAT CAN WE DO FOR YOU?

Here's what we have done for others:
Sold machinery and printing equipment of all kinds.
Brought together employers requiring men to fill positions, and employees seeking positions.
What we have done for others, we can do for you.

Our classified rates are as follows:
Two cents per word, with a minimum charge of $1.00 for fifty words or less.
Secrecy is secured by using a box number, which counts as five words.
OUR CLASSIFIED SECTION is a sure result-getter. USE IT!

Printer & Publisher CLASSIFIED ADVERTISEMENT SECTION
143 UNIVERSITY AVENUE, TORONTO, ONTARIO

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

FOR HIGH-GRADE PAPER

Non-Curling Gummed Paper

Jones Non-Curling gummed Paper is the best paper to print labels on. They will not curl or cake together. Saves you time and turns out a better job.

Specify
JONES
100 Years of Quality

Sealing Machine
Prints advertisements while it moistens tape.

Get Samples of
Cloth Lined Papers
Gummed Kraft
Fancy Paper
Label Cloth
Flint Glazed Paper
Marble Papers

BUTLER & JONES, Limited

16 PEARL STREET, TORONTO, CANADA

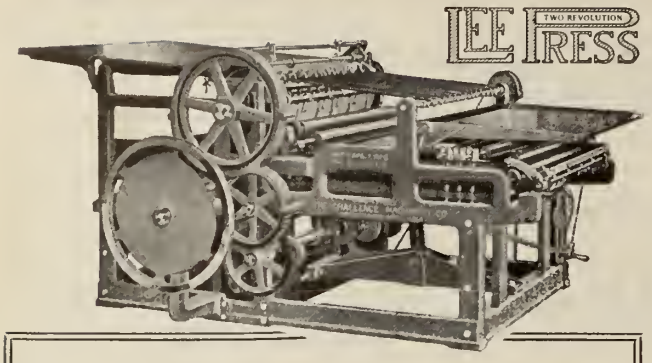
Agents for: Samuel Jones & Co., Limited, London, Eng.

THE HOUSE OF COMPLETE STOCKS AND PROMPT DELIVERIES

Dealing Exclusively With the Trade

FRED W. HALLS PAPER COMPANY
LIMITED

257--61 Adelaide Street West, TORONTO, ONT.



Users Are Boosters

Purchasers of the **LEE PRESS** are enthusiastic "Boosters" for the press and the company that make, proving the old, time-tried saying:

"A Satisfied Purchaser is the Best Advertisement"

The following excerpts from a few letters express the general sentiment of users of the simplified, moderate-priced money-making Lee Press. The names and addresses of the writers gladly furnished upon request.

"We are delighted with the service given us by the Lee Press, and are satisfied that we could not have bought, for anywhere near the money, a press that would give equal service."

"We like the Lee Two-Revolution Press better every day. Have never had any trouble of any sort. We do a good lot of job work on it and the simple adjustments for different size forms are easily made."

"We believe the Lee Press to be a good buy for anyone. Our press is giving us good satisfaction on general work, and we would not part with it for twice its cost. We can heartily recommend the Lee Press."

"The Lee Press registers to perfection. The longer we have the press, the better we like it. It not only gives the quality of product but is so simple that our apprentices can operate it. If we can be of service to you in recommending the Lee Press, let us know."

"We are sending you under separate cover a copy of a catalog run on the Lee Press, for we want you to see the kind of work the press is doing. The register is perfect and the color is even. The presswork on this book was done by a young man who had never touched a cylinder press before. We are boosters for the Lee Press."

"The Lee Press is one of the best buys I ever made. We have made over 300,000 impressions this summer with inexperienced help and with no trouble as to adjustment. I made no mistake in purchasing the Lee Press."

"We could not get along without the Lee Press as we are now able to take jobwork that heretofore we had to refuse. The boys all like to work on the press and adjustments are easily made and quickly learned."

"We use the Lee Press for large and small jobwork and for printing our paper, and like it so well that we put on it every job that we possibly can, and find it easy to change for different kinds of work. We have not found a thing wrong with the press."

"We find our Lee Press entirely satisfactory. We are using it almost entirely on flint glazed box paper with gold ink, and find the distribution excellent. We assure you that as soon as business increases we will place our order for another Lee Press."

"The Lee Press is doing excellent work and we are very much pleased with it. It is very convenient and easily adjusted for different size jobs; has a smooth, positive motion, gives us work we are really proud of, and altogether we consider it an excellent investment."

WRITE TODAY FOR FULL PARTICULARS AND PRICES

Westman & Baker Limited SOLE AGENTS FOR ONTARIO

165 Adelaide St. W. Toronto, Ontario

Manufactured by The Challenge Machinery Co. Grand Haven, Mich., U. S. A.

Printing and Lithographing Machinery of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.

409 Ninth Avenue, New York City

2 Blocks from Penn Station

Mono-Lino Typesetting Service

Monotype—Linotype—Ludlow

Composition—Make-up—Lock-up

Body and Display Type

Leads, Rules and Furniture

We have the largest and best equipped typesetting plant in Canada operating night and day.

No job too large—no job too small—no job too intricate. Estimate furnished on request.

English Translated into French or Spanish.

Mono-Lino Typesetting Co. Limited

No connection with any Printing House

Agents for Ludlow Typograph and Elrod Slug and Rule Caster

Cromwell
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions, are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 75 inches wide. Order to-day and secure the perfection and economy in printing that Cromwell Tympan Papers give.

We will gladly forward, free of all cost to you, Sample of our Tympan Paper.

Trade

Mark

Our Tympan Papers can be had through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

The John Martin Paper Company
Head Office : Winnipeg, Manitoba
Also Calgary and Edmonton

Wilson-Munroe Co., Ltd.
Toronto

The Federal Paper Co., Montreal, Que.

MANUFACTURED EXCLUSIVELY BY

The Cromwell Paper Co.

Mill and Main Office

Jasper Place **Department P.P. Chicago, U.S.A.**

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

Buy the Best
CANADIAN BOND BLACK

Made in Three Grades
Light, Medium and Heavy
$1.00 Per Lb.

DON'T BE MISLED by offers of "just as good" Ink at a lower price. Genuine Bond Black is expensive to make, and its use on good bond stock ensures a job worthy of the Printer.

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LIMITED
127 Peter Street, Toronto, Canada

ALL OUR INKS ARE MADE IN CANADA AND HAVE BEEN SINCE 1911

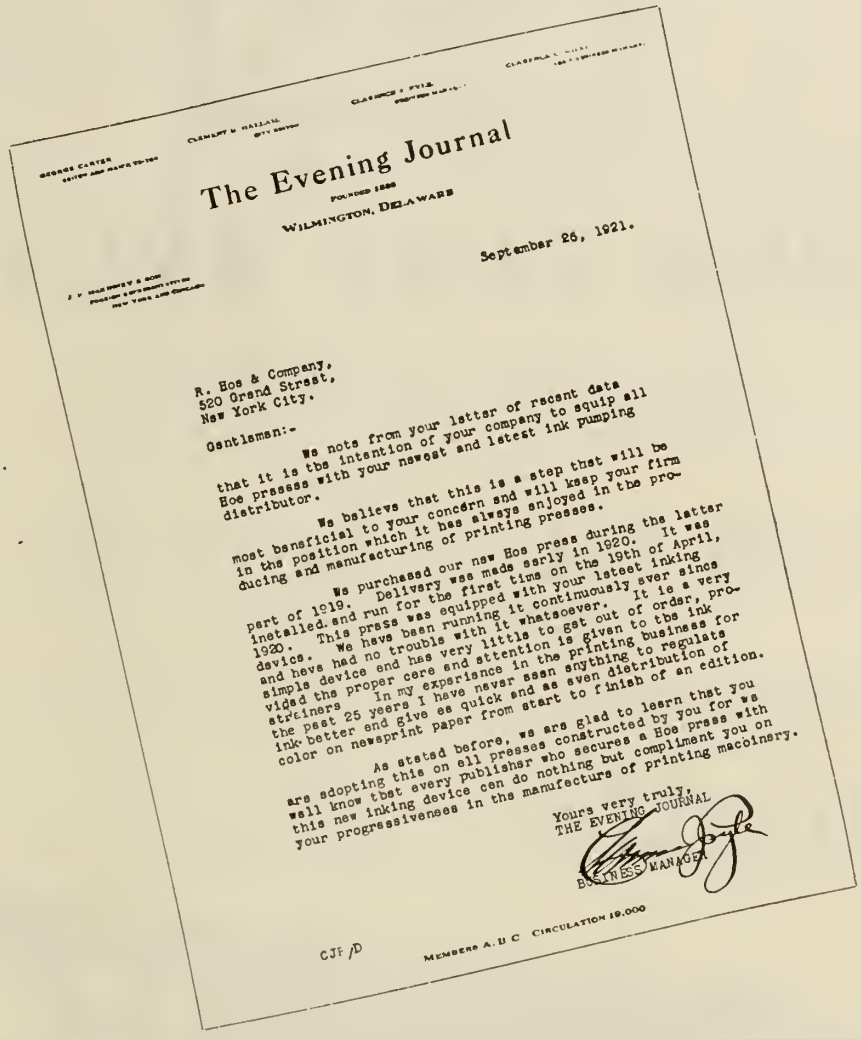
INDIAN BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO
Sold through all Prominent Jobbers

"I have never seen anything to regulate ink better and give as quick and even distribution of color on news print paper from start to finish"



The Evening Journal

WILMINGTON, DELAWARE

September 26, 1921.

R. Hoe & Company,
520 Grand Street,
New York City.

Gentlemen:-

We note from your letter of recent date that it is the intention of your company to equip all Hoe presses with your newest and latest ink pumping distributor.

We believe that this is a step that will be most beneficial to your concern and will keep your firm in the position which it has always enjoyed in the producing and manufacturing of printing presses.

We purchased our new Hoe press during the latter part of 1919. Delivery was made early in 1920. It was installed and run for the first time on the 19th of April, 1920. This press was equipped with your latest inking device. We have been running it continuously ever since and have had no trouble with it whatsoever. It is a very simple device and has very little to get out of order, provided the proper care and attention is given to the ink strainers. In my experience in the printing business for the past 25 years I have never seen anything to regulate ink better and give as quick and as even distribution of color on newsprint paper from start to finish of an edition.

As stated before, we are glad to learn that you are adopting this on all presses constructed by you for we well know that every publisher who secures a Hoe press with this new inking device can do nothing but compliment you on your progressiveness in the manufacture of printing machinery.

Yours very truly,
THE EVENING JOURNAL
BUSINESS MANAGER

CJF/D

MEMBERS A. B. C. CIRCULATION 19,000

Eventually you too will adopt the HOE *Patented Automatic Pump System of Ink Distribution*

It not only ensures easier, safer and more uniform regulation of the Ink Supply, page by page and column by column, but also improves the Printing and materially assists in getting the Maximum Output from the machine, with the greatest possible Economy in Ink.

R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 Water Street,
BOSTON, MASS.

109-112 Borough Road,
LONDON, S. E. 1, ENG.

827 Tribune Building,
CHICAGO, ILL.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber for

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

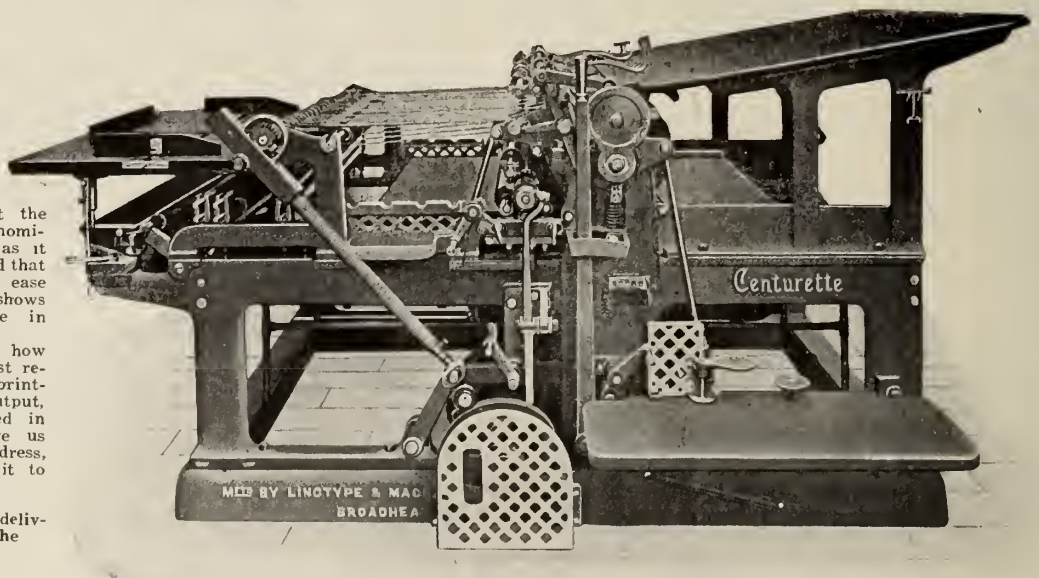
Centurette

The Machine that is built to print a 24 x 37 inch sheet up to 3,000 per hour

Steady Production Day After Day

Users tell us that the Centurette is as economical on short runs as it is on long runs, and that its accessibility and ease in making ready shows a distinct advance in press manufacture.
A booklet describes how the printers' greatest requirement, perfect printing and rapid output, have been combined in one machine. Give us your name and address, and we will send it to you.

Orders taken for delivery early in the New Year.



LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

119 ADELAIDE STREET, W., TORONTO

Stationery and Engraving

THE DAY has arrived when every Stationer must be prepared and equipped to exhibit his STATIONERY HANDSOMELY ENGRAVED.

And to show his ENGRAVING upon FINE STATIONERY.

The two are closely bound together.

A reputation for fine engraving helps to sell his stationery.

And vice-versa.

It is the worst kind of salesmanship to spoil a fine sheet of paper by poor, low quality engraving.

We will send, free of charge, to any Stationer A SET OF SIX HANDSOMELY ENGRAVED WEDDINGS, each a different style of beautifully engraved shaded lettering.

And a set of four copper plate style sheets for your Stationery Counter or Salesman.

They show 64 different styles of lettering.

They are PRINTED FROM COPPER PLATES UPON THE FAMOUS WHITING'S WEDDING STOCK and will be an advertisement to your Stationery Department.

Write at once, and be sure and give us the name and address of your engraver, and we will send him duplicates so that you may order from him by style number.

ENGRAVERS MACHINERY COMPANY

OF CANADA, LIMITED

Coronation Building, MONTREAL

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

Made in Canada

DRAWN

LEADS

AND

SLUGS

2 pt. Leads, 19c. lb.

6 & 12 pt. Slugs 16c. lb.

Labor Saving Fonts, or cut to Special Sizes,
5c. lb. extra
Cut on Saw and Trimmer.

SPECIAL PRICES ON OVER 500 LBS.

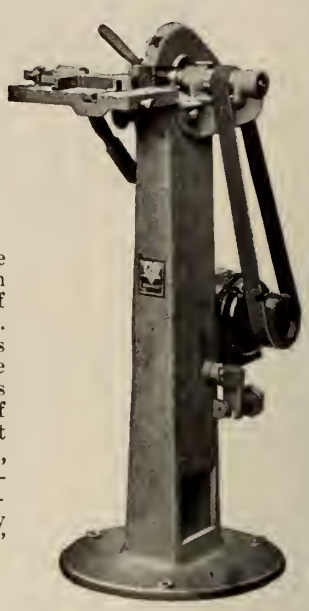
(5% discount 10 days; net 30 days, f.o.b. Toronto)

DeCarle - Wareham Limited
Type Makers
74 Market St., Toronto

Most Economical Tool for the Composing Room

C & G

TRIM-MITER



"Our saw problems are at an end," says an enthusiastic user of the C & G Trimmiter. "Progressive printers will surely recognize the many advantages the saw possesses. If they are in the market for the most versatile, most flexible, most efficient and accurate composing room saw they will choose the C & G."

You need this cost-cutter. It's moderately priced. Investigate!

Machine on demonstration at

DeCarle-Wareham, Limited
. Selling Agents
74 Market St., Toronto, Ont.

What Shortens Mailing Time?

Hundreds of publishers have found the answer. It lies in speedier addressing—done by a

Pollard-Alling

The Pollard-Alling Automatic Addressing system is a high-speed, small space-taking equipment for printing addresses on newspapers and publication margins direct or on mailer strip, office proof, cut wrappers, envelopes, statements, etc. Names and addresses are embossed on thin aluminum plates, which are light and durable. Owing to the high speed (12,000 addressed periodicals per hour) and advanced construction, operating cost is about one-fourth what it is with others. Ask us for the proof!

"Not only is it a more accurate and expeditious way of handling the subscription lists but we find it of great value in the handling of any other mailing lists that we may wish to issue."

Manager, The Times,-Picayune.

Pollard-Alling Manufacturing COMPANY
220-230 W. 19th St., New York City, N.Y.

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goss High Speed Presses

Deliver the Goods Not Part of the Time But ALL THE TIME

Chicago Daily Tribune

Now has a Morning Circulation of about 500,000 and the entire edition is

Daily Printed on Goss Presses

The Chicago Daily Tribune equipment consists of 25 Low Constructed 16-Page Units, the equivalent of ***six octuples*** or ***five decuple presses.***

There is no other Newspaper in the World producing a like number of papers ***from such a small battery of presses.*** THERE IS A REASON!

They are GOSS Presses

GOSS PRESSES { **QUICKEST ERECTED**
QUICKEST ACCEPTED by purchaser
QUICKEST to start on edition
QUICKEST to complete edition

All pressmen anxious to work on Goss Presses. Ask them why?

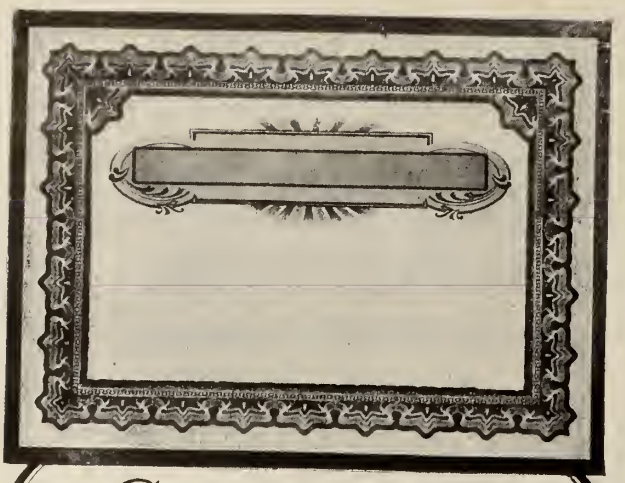
Prices have been re-adjusted to conform to lowered manufacturing costs.

THE GOSS PRINTING PRESS COMPANY

Main Office and Works

1535 So. Paulina Street

NEW YORK CHICAGO LONDON



Go to Goes for

The Goes Bordered Blanks

An original and diversified assortment of 75 styles of appealing border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but 3¼ by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require refined, high-grade products.

Canadian Printers and Stationers are referred to
Grand and Toy Limited, Toronto,
Charles F. Dawson Limited, Montreal,
for further information regarding the Goes Blanks.

The Goes Printer's Helps

also include blanks for

Common-Law Certificates
Stock Certificates
Interim Certificates
and
Bonds
Diplomas
Certificates of Award

The Goes Art Advertising

Check-Book and Business Card Blotters
Monthly Service Cards
Mailing Cards
Blotters
Calendar Pictures
Calendar Mounts
Calendar Cards

Lithographed Calendar Pads

also

The Goes Artistic Greeting Cards

Entirely new Greeting Card and Blotter styles, designed especially for Good-Will Expressions, Christmas Greetings and Holiday Publicity, are now available.

When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company

41 West 61st Street, Chicago

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY ESLEECK MFG. COMPANY

Quality Counts

Many business houses have learned by experience that it pays to use the right papers.

Esleeck's Thin Papers

are made of clean new rags in a mill where quality dominates.

We want you all to remember that these papers are right for important uses in every business office.

Sold by leading paper merchants.

Ask Dept. H. for Samples.

ESLEECK MFG. COMPANY
Turners Falls, Mass.

CO. LTD.

BOOK BINDERS

Why lose 10 cts. in every dollar by using imported Boards when as good boards are made in Canada.

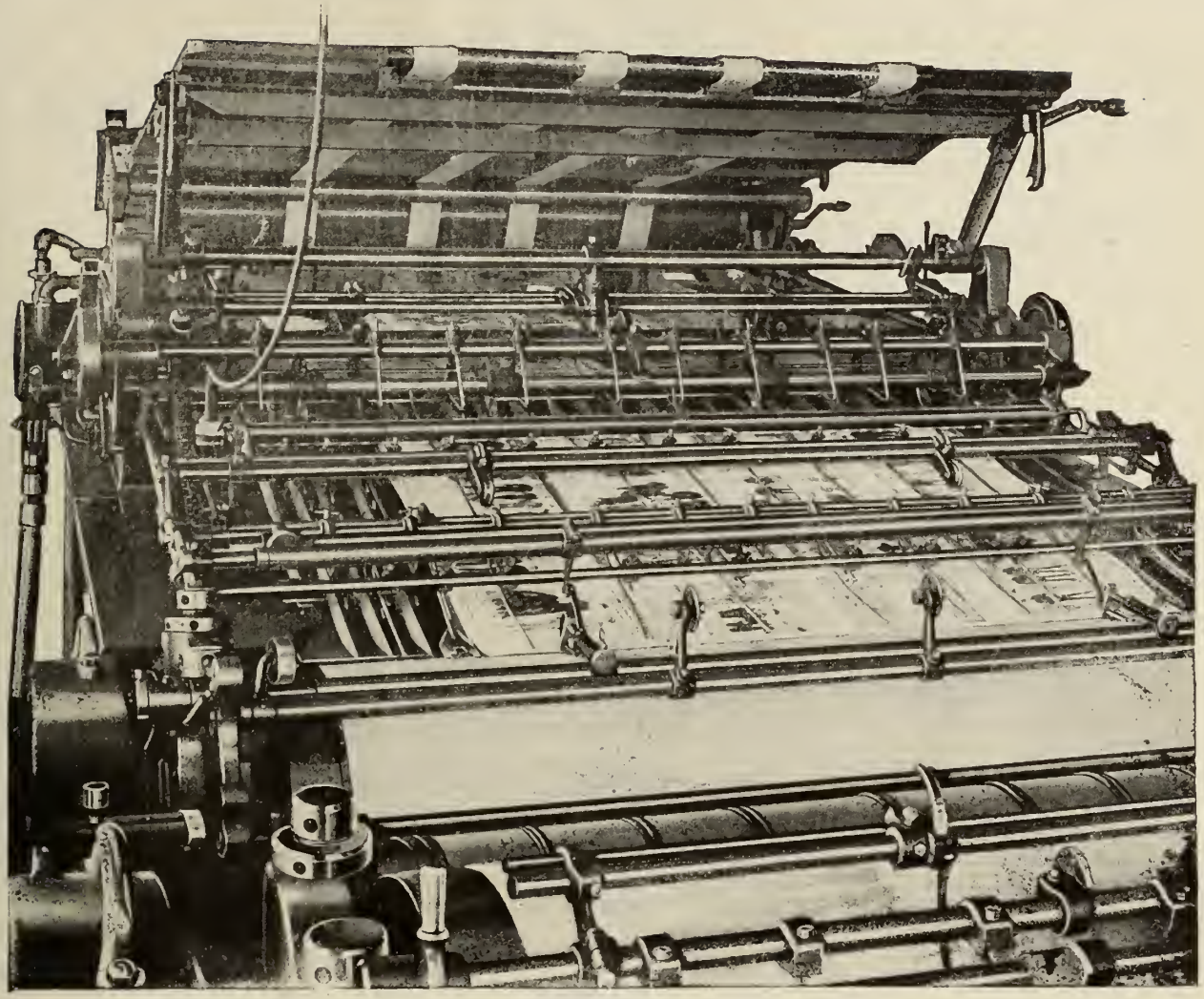
Write for sample sets and prices.

PASTES and GLUES

We have one for every purpose and being used by the largest firms, including one for Metal Binders.

Beveridge Supply Co. Limited

628-630 St. Paul St. W.
MONTREAL



Cross Fed vs. Hand Fed Cylinders

in 38 different plants

433 Extra Sheets per Hour is the average increase shown from comparative records recently received from 38 plants operating both Cross fed and hand fed cylinders. Evidence such as this is the reason why so many progressive printers have equipped all their presses with automatic feeders.

433 extra sheets per hour is such a large dollars and cents factor that any printer who is still hand feeding his cylinder presses is working under a serious handicap. The great difference in output means that hand feeding is obsolete.

Write for fuller information and list of users of Cross Continuous Feeders in your territory.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

IDEAL
TYPOGRAPHIC ROLLERS

All Rollers Except Form Rollers

☞ **Do Not Melt**
Do Not Crack
Do Not Shrink
Do Not Harden
Do Not Expand

Under Ordinary Conditions of Service

Not Affected By

HEAT, COLD OR HUMIDITY

Do not require resetting

Can Be Used

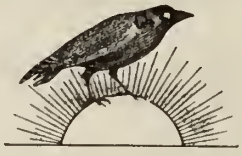
THE YEAR AROUND

Made in Canada at Our Toronto Factory

THE AULT & WIBORG COMPANY OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG · VANCOUVER

ESTABLISHED 1846

USE  ONLY

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Bond and Ledger Papers

containing our well-known marks:

Edinburgh, Westminster, Glasgow, Britannia, Sun,
Silver Lake, Silverton, Royal Navy Wedding, Etc., Etc.

Write for Samples and Prices

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MONTREAL TORONTO

"The Virtue of Books is to be Readable"
—Emerson

A WELL printed book is a readable book. Poor printing detracts from the interest of the reader. Good printing depends on good ink. Good printers depend on

Emerson Book Black

40 Cents Per Pound

In 25 Lb. Lots and Less in Larger Quantities

J·M·Huber

MANUFACTURER

Dry Colors *Carbon Black* *Varnishes* *Printing Inks*

366-378 Adelaide Street West
TORONTO, CANADA

HUBER'S COLORS IN USE SINCE 1780

3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.

STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutters and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS

Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron, the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.
Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.

Buyers' Guide

Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO

GREAT WESTERN SMELTING and Refining Company
Vancouver, B.C.

TYPE METAL
—For the—
LINOTYPE, MONOTYPE AND ALL TYPESETTING MACHINES

STEREOTYPE METAL

"Great Western" Quality is Dependable and Prices are the Best.

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Pollard-Alling Co., New York, N.Y.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Vawter-Luckett Co, Toronto

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

Half-tone Book
Rotogravure
Catalog
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Extra Fine
Machine Finish
Super-Book
Bible Paper
Directory
Coated

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

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Pulp and Paper
33 W. 42nd St. - NEW YORK CITY
Phone Vanderbilt 1057

McFarlane, Son & Hodgson, Limited

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AND
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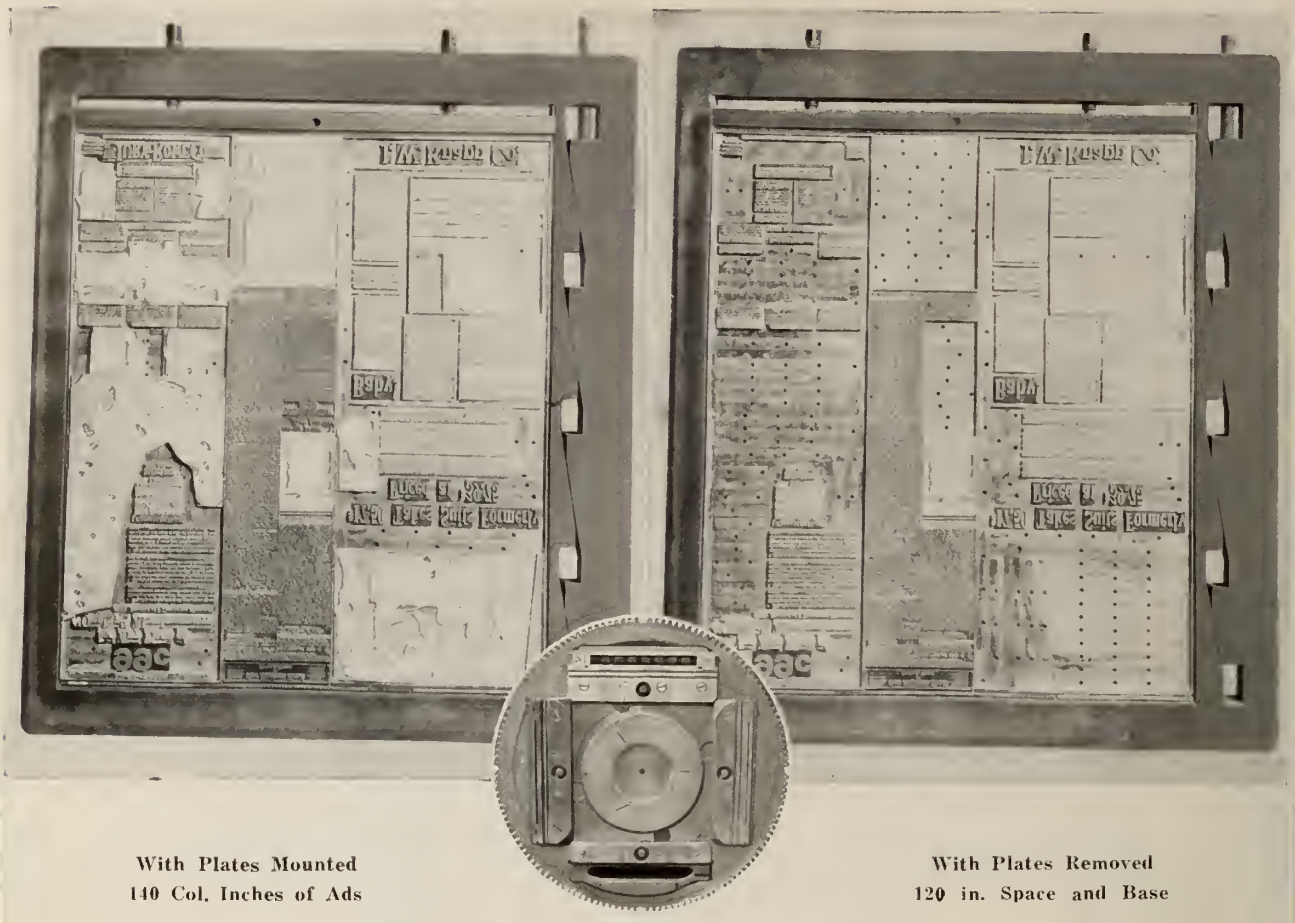
to Canada?

The National Printer-Journalist is the same to the United States

Send 25c. for a sample copy

National Printer-Journalist
(in its 37th year)
4610 Ravenswood Avenue
CHICAGO, ILL.



With Plates Mounted
140 Col. Inches of Ads

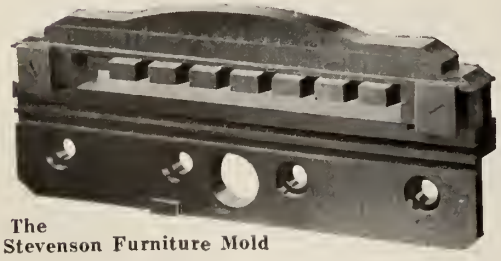
With Plates Removed
120 in. Space and Base

An Average Daily Paper Page

Showing Space and Base from a Stevenson Furniture Mold in action. (Photos courtesy of The State Journal, Lansing, Mich.) Cast with the same machine that casts the linotype matter. A few hours per week keeps every rack in the plant overflowing. Any size. Any measure. Always a-plenty. Use it over and over, or "dump" —one cast and it is new again.

The Times, Moose Jaw; Free Press, Winnipeg; News, Chatham; Herald, Hamilton; Sentinel-Review, Woodstock; Gazette, Montreal; Star, Montreal; Globe, St. John; Herald, Halifax.

Use the Stevenson Furniture Mold



The
Stevenson Furniture Mold

John C. Ranney, foreman of the Troy (N.Y.) Times, says: "The Stevenson Furniture Mold on a recent Saturday produced in one hour 25 inches of 36-pt., 20 inches of 24-pt., 19 inches of 18-pt. It is one of the most useful labor-saving devices in this office."

Ask for portfolio of photos with descriptive text

Ashton G. Stevenson, Inc.

400 S. Hoyne Avenue,Chicago

Buyers' Guide

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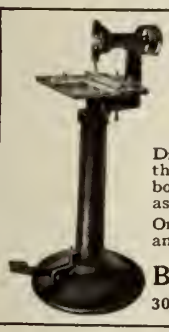
Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816. 522 Fifth Avenue, New York



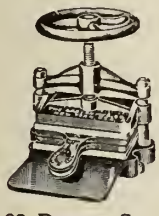
BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

One to two inches drilled at an operation. Ask for proof.

Berry Machine Co.
300 N. Third St. St. Louis, Mo.

WHILE-U-WAIT



RUBBER STAMP-MAKING OUTFITS

Require only **eight minutes** to make rubber stamps. Will also make **Hard Rubber Stereotypes** for printing. A few dollars buy complete outfit.

Send for catalog

The Barton Mfg. Co.
83 Duane Street New York, N.Y.

Cotton and Oilcloth SIGNS

FAST SERVICE—Send in your copy and size and we will make your sign and ship it to you in TWO DAYS' time to any part of Canada.

NATIONAL SIGN CO.
36-38 DUNDAS ST. WEST, TORONTO
Signs in Wood, Metal, Glass, Brass

ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

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Beveridge Supply Co., Ltd., Montreal, Que.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co.. Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

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DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
Miller & Richard, Toronto, Ont.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

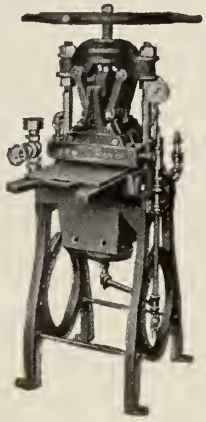
PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Butler & Jones, Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPERS GUMMED
Butler & Jones, Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.

PAPER, MAILING AND MATRIX
Beveridge Supply Co., Ltd., Montreal, Que.

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J. W. DORMAN CO.
BALTIMORE - MD.

Bastian Bros.
LIMITED
COBOURG, ONTARIO
Sales Offices in All Cities
Manufacturers of
Celluloid Buttons, Advertising Novelties and Signs, Parade and Convention Badges, Metal Advertising Novelties, Metal Name Plates, Pin Wheels, Baby Rattles.

We wish to thank Our CANADIAN NEWSPAPER FRIENDS

for one of the best years we have ever had.

(But we expect to top this in '22)

The International Syndicate
22 Years of Unfailing Feature Service
BALTIMORE, MARYLAND

Your Envelope Department

does not compete with you.

It Sells to and Manufactures for The Trade Only

Remember this when buying

No. 7-8-9 or 10 open side Manilla, White Wove and Cartridge Envelopes.

TORONTO ENVELOPE CO. LIMITED

THE ONLY ENVELOPE MANUFACTURERS TO THE TRADE ONLY

11 BRANT ST. - - TORONTO

He Built a $6,000,000 Business with a House Organ

¶ One of America's foremost big executives—president of a concern that raised its sales in 15 years from $350,000 to $6,000,000 a year with the aid of a house organ which he personally and exclusively edited—reveals the inside story of his remarkable achievement in an article told by the executive himself in his own inimitable style, and not by a mere, theoretical "good writer," in the current issue of

THE PRINTING ART

¶ This article is typical of THE PRINTING ART'S progressive policy of bringing to its readers the latest and most authoritative word on the use of printing and printing advertising as practical, profitable business utilities.

For example, Robert Ruxton's famous course of instruction on "Selling by the Printed Word," wherein he explains the principles by which he obtains his extraordinary results in printing advertising, has been obtained at great expense and is running every month in The Printing Art.

Every issue is filled with *practical* articles by America's leading authorities on design, layout, color, art, typography and allied subjects and profusely illustrated with exclusive and artistic color inserts The Printing Art, known as "the fashion-plate of printerdom," is considered the foremost publication in the advertising and graphic arts field by those who ought to know.

A "Show Me" Offer

The Printing Art stands squarely on its merits and confidently makes the "show me" offer embodied in the coupon below. Simply sign and mail the coupon today. The Printing Art will start going to you at once—beginning with the number containing the great house organ article described above.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me The Printing Art for one year, beginning with the number containing the article on the famous house organ. You may send me a bill for $4.00 (Canada, $4 50; Foreign, $6 00) to cover this subscription, which I agree to pay promptly, on the condition that if, after receiving three issues, I am not perfectly satisfied, you are to refund the money without question and I am to keep the three issues without obligation.

Name _____

Street _____

x City and State _____

Practical Season's Greeting

To Canadian Printers, Bookbinders and Boxmakers

We extend every good wish for better business, bigger business and wholly satisfactory business during 1922.

But we go further—

We will do our part to make this wish come true if you will allow us to do it.

Submit your mechanical and other equipment requirements to us and our guarantee "Better Value" and "Better Service" will do the rest.

Sooner or later you will know this.

Why not sooner?

Yours sincerely,

Machine Builders Limited

738 St. Paul St. West **Montreal**

Manufacturers and dealers in New and Rebuilt Printing, Bookbinding, and Boxmaking Machinery of every description. Type, Furniture, Cabinets, Cases, Tables, Wire and General Supplies.

Buyers' Guide

PRESSES AND OTHER EQUIPMENT

(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Miller & Richard, Toronto, Ont.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N.J.
Toronto Type Foundry Co., Ltd.

RUBBER STAMP OUTFITS

Barton Mfg. Co., The, New York, N.Y.

SIGNS

National Sign Co., Toronto.

TINNING, ETC.

Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES

The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds—Wood, Brass or Lead.)
York, N. Y.
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

It's to Your Ad-Vantage

AS a newspaper publisher it is distinctly to your interest to receive The Monthly Ad-Vantage, a publication designed exclusively for your use. Men who never lose sight of the fact that their particular mission is to create more and better advertising, have concentrated their best efforts on The Monthly Ad-Vantage. What's the result?

A publication that makes its appearance every thirty days: that is sent free of charge to fortunate publishers of newspapers: that goes out and SELLS—silently but forcefully—and fills one of the longest-felt wants in the great newspaper business

You will never regret receiving The Monthly Ad-Vantage and you will be making mighty good use of a two-cent stamp by sending today for more complete information

The Porte Publishing Co.
32 Temperance St.
Toronto, Canada

TYPESETTING

Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES

Canadian Linotype, Ltd., Toronto.
Lanston Monotype Machine Co., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

PRESSES, ROTARY

Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

"REDUCOL"

Manton Bros., Toronto.

ROLLERS

Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON
ENGINEERS AND MACHINISTS
99 Mary St., Hamilton, Ont.

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. OF CANADA
Montreal Toronto London Windsor

ARE YOU INQUISITIVE?

If not, do not pay any attention to this.

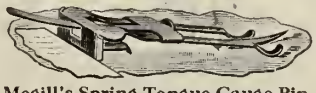
If you are, turn to page 50.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

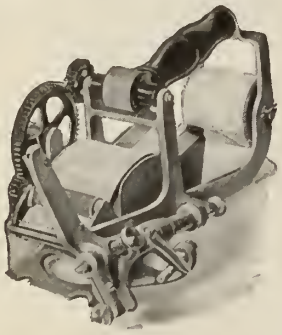
"Must Have Them To-Day"

ELECTROTYPES—
STEREOTYPES

The best way to safeguard the quality of your rush orders is to phone us. Quality work, done rapidly!

Phone Ad. 1636 Also Long Distance Connections.

Toronto Electrotype and Stereotype Co., Limited
122 Adelaide Street W. TORONTO



NEW
IMPROVED
MAILER

Details in next issue

CHAUNCEY WING'S SONS
Manufacturers of Label Addressing Machines
Greenfield, Mass., U.S.A.

METAL EDGING
(TINNING)
FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY
THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
Phone Adelaide 5547.
THE ONLY SPECIALTY OF ITS KIND IN CANADA
WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

RESULTS
That's what the advertisers get when they advertise in the SCOTT'S PRINTER AND PUBLISHER. It reaches the buyers in the
MIDDLE WEST, U.S.A.
Rates on application. Sample copies 20c.
Subscription $2.00 in United States
$2.20 in Canada.
Scott's Printer & Publisher
A. D. SCOTT, *Editor and Publisher*
LINCOLN, NEBRASKA

Motor Repairs

GOOD WORK RUSHED TO SAVE YOU MONEY

CAREFUL WORK RUSHED BUT STILL CAREFUL WORK!

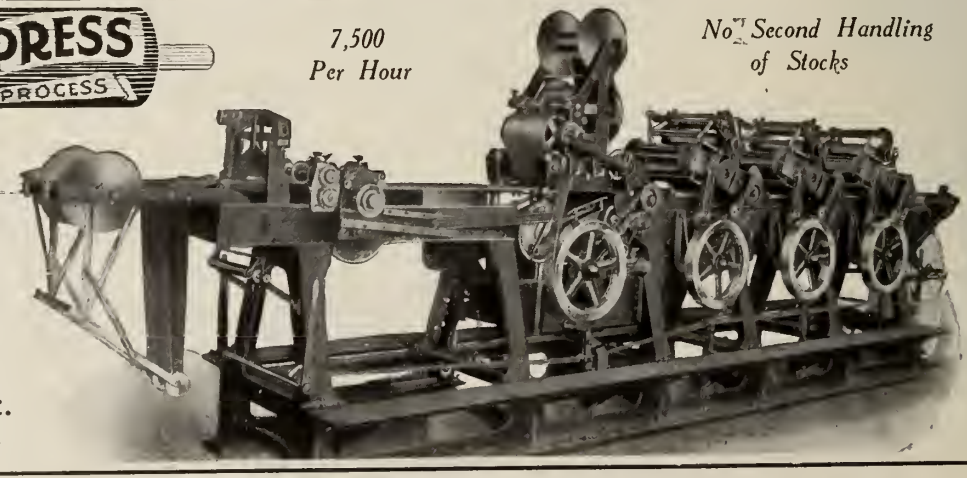
Telephone College 490 for Electrical Repairs. Our prices are no higher than others *but* we work faster.
The Leslie Electric Company
74 Grange Ave., Toronto

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

No Second Handling of Stocks

It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!



New Era Mfg. Co., Inc.
394 Straight St., Patterson, N.J.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Sincerely wishing you a
Merry Christmas
and a Bright and
Prosperous New Year.

H. J. LOGAN

114 Adelaide St., W. - Toronto

Sole Agent
BROWN FOLDING MACHINE CO., Erie, Pa.

Sole Agent
LATHAM MACHINERY CO., Chicago

Selling Agents: McCAIN AUTOMATIC FEEDERS.

Kimble Master Unit Control

Has many marked advantages over ordinary push button control or other means for regulating the speed of cylinder presses.

The Master Unit

1.—The Master Unit permits foreman to pre-determine speed of any job—anywhere between maximum and 25% of maximum with 15 speeds from which to select. Ordinary alternating current motors are effective only as low as 50% of maximum with but 7 or 8 speeds.

2.—Not only do you fit the speed to the job, but with the KIMBLE single phase alternating current cylinder press motor, which is part of this equipment, every speed reduction means a **reduction in power** used. Ordinary alternating current motors consume the same current at all speeds.

3.—The Master Unit control lever (see cut) which is close to the feeder's hand, is much more convenient and positive than a push button. As a measure of safety while locking up, it can be lifted out altogether, making it impossible for anybody to start the press. Nor can this lever be swung over to "reverse" by accident, because a lock lever on the back of the box must first be moved.

4.—The "Inching" position gives the motor a starting pull of 380 per cent. of its normal full load pull, but takes from the line only 126 per cent. of full load current. Other motors are limited to 200 per cent. starting pull and must use 200 per cent. of full load current to get this pull.

The Dial Speed Regulator

Let us demonstrate the profitableness to you of a system that cuts power bills, prevents accidents, increases output and reduces spoilage. Send for Bulletin No. A 30.

KIMBLE ELECTRIC CO.

N. Western Ave., CHICAGO, ILLINOIS

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LIMITED, 76 Richmond Street East, Toronto, Canada, for all points east of Port Arthur and Fort William.

TO ALL
OUR
FRIENDS

We Wish You
A Merry Christmas
and a Happy and
Prosperous
New Year

WHYTE PAPER CO.,
55 Bay Street Limited
TORONTO

A New ARRIVAL

We have recently bought out the plant of the National Photo Engraving Co., Ltd., and are now operating in their new modern premises at 10 St. Genevieve St. We are equipped to handle high quality

Color Engravings

and line engravings of all descriptions. We solicit your enquiries.

National Photo Co.
LIMITED
10 St. Genevieve St., Montreal
Telephone Main 160

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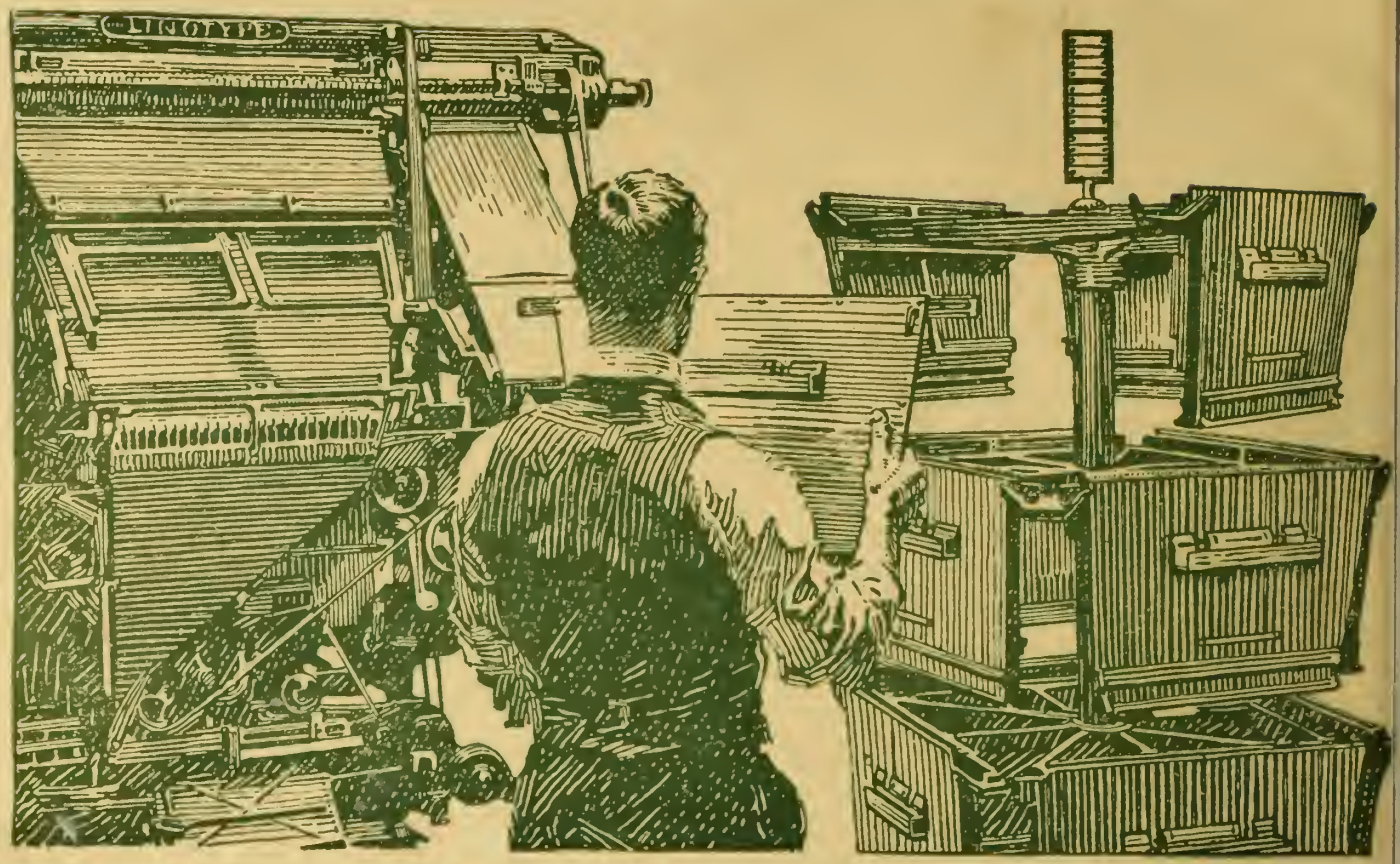
To the many friends
whose steady
patronage we so
gratefully appreciate
we extend
The Season's Greetings
with wishes for
A Happy and Prosperous
New Year's Trade

Canada Printing Ink
Company, Limited
Toronto



THE FLEXIBLE MODEL FOURTEEN

Adaptability has always been the outstanding characteristic of the Model 14. Whether in the newspaper or the job shop, on straight matter, heads, or the more intricate composition of ads or job work: whatever the task, the Model 14 has always been fully competent to handle it. With the Split Magazines, its versatility is still further increased. A revolving magazine-stand at the operator's elbow holds as many as two dozen faces, ready for immediate use and adapted to any job of printing.

MORE THAN 42,500 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

CANADIAN LINOTYPE LIMITED

68 Temperance Street, Toronto, Canada

1221, 2-A

Composed entirely of LINOTYPE *material*